

Unsolicited Advertising Material

A Survey of the Effectiveness of a Voluntary Code of Practice

Prepared for North Shore City Council
and Waitakere City Council

MAY 2006

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Executive Summary

In July 2005 Waitakere City Council and North Shore City Council commissioned Envision New Zealand to conduct a study into the effectiveness of the Marketing Association's Voluntary Code of Practice for reducing Unsolicited Advertising Material (UAM), commonly referred to as 'junk mail'. The Code of Practice was developed in response to a Waste Bylaw developed by Waitakere City Council, North Shore City Council and Rodney District Council. The Code of Practice encourages the 'responsible delivery' of advertising material by ensuring letterboxes with 'No Junk Mail' (or similar) stickers are observed. The purpose of the study was to provide information for the Councils so that they could determine whether a regulatory approach was required.

A sample of 103 households in the North Shore and 106 households in Waitakere City started the survey, although there was some attrition due to the long duration of the survey. The survey was made up of two four-week stages and one eight-week stage. These took place in September/October 2005, November/December 2005 and February/March/April 2006. The majority of participants in the survey used a 'No Junk Mail' sticker but participants with 'Addressed Mail Only' and 'Addressed Mail and Newspapers Only' stickers also took part. A small control group that had no stickers on their letterboxes was also included.

The survey required participants to collect, and send in, all UAM that was delivered, despite the conditions of their stickers.

The results of the survey showed that stickers on letterboxes were effective at reducing the amount of UAM delivered to households, both in North Shore City and Waitakere City. Over the course of the survey the amount of UAM delivered to letterboxes with stickers in both cities decreased significantly from the first stage of the survey to the last stage. However a number of signatories to the Voluntary Code of Practice still delivered UAM to 'stickered' letterboxes in each of the three stages.

The Real Estate Industry was, by a large margin, the biggest source of UAM delivered to letterboxes displaying stickers in both North Shore City and Waitakere City. The amount delivered showed no decline, contributing more to the total amount of UAM received in the last stage of the survey than it did in the previous two stages. The other large sources of UAM (from highest to lowest) were: Local Services (the combined total of a variety of local advertisers each distributing a small amount of UAM), The Warehouse, Countdown and Foodtown/Woolworths.

In conclusion, although there was a significant decrease in the amount of UAM received by participants with stickers on their letterboxes over the course of the survey, no sticker was totally effective at eliminating all UAM, with the majority of participants receiving some UAM over the course of the survey.

Section One – Introduction

1.1 Background

Waitakere City Council and North Shore City Council¹ have developed a Waste Bylaw, part of which tackles the issues associated with the delivery of Unsolicited Advertising Material (UAM). In particular the bylaw addresses the issue of delivery of UAM to letterboxes which display stickers asking for it not to be delivered. The Bylaw outlines the potential fines the marketing industry may face if letterbox stickers continue to be ignored. A copy of the bylaw can be found in Appendix C.

In response to the Bylaw, the New Zealand Marketing Association and industry members developed a Code of Practice to address the distribution of UAM in Waitakere City and North Shore City. The Code encourages 'responsible delivery' of advertising material by ensuring letterbox stickers are observed. A copy of the Code of Practice can be found in Appendix D.

The Sticker System

Part of the Bylaw establishes three categories of delivery described in a tier system.

Tier 1: Addressed Mail Only – This refers to households that only want to receive posted, addressed items.

Tier 2: Addressed Mail and Newspapers Only – This refers to households that only want to receive posted, addressed items, newspapers, community newsletters and public notices.

Tier 3: No Junk Mail, No Circulars, No Advertising Material etc – This refers to households that do not want to receive advertising material such as fliers, leaflets etc, but do want community newspapers, council communications, public notices and charity appeal notices.

Please note: For the purpose of simplicity, Tier 3 is referred to in this report as the 'No Junk Mail' category.

1.2 Purpose of the Project

The project was initiated by North Shore City Council and Waitakere City Council in order for them to be able to assess the effectiveness of the Voluntary Code of Practice over the period from July 2005 to May 2006. The results of this project will help Councils assess how well the Marketing Industry is meeting its objectives and whether or not a regulatory approach is required.

1.3 About Envision New Zealand

Envision New Zealand is an environmental and local development consultancy group. It works with local authorities, government departments, businesses and other institutions to develop strategies, policies and facilities to reduce waste and conserve natural resources.

¹ Rodney District Council were also involved in the development of the Bylaw however they did not participate in this project.

Section Two – Methodology

2.1 Study Outline

The project ran from July 2005 to May 2006 and involved three assessment periods. Participants from North Shore City and Waitakere City (with stickers on their letterboxes) were asked to collect and send in any UAM they received during each of the assessment periods. The first two periods were four weeks in duration whilst the last was eight weeks. The assessment periods were as follows:

- Stage 1 - 12th September to 9th October 2005
- Stage 2 – 28th November to 25th December 2005
- Stage 3 – 20th February to 16th April 2006

The assessment periods were chosen to assess the level of compliance over different times of the year. Stage 2 assessed the impact of Christmas advertising and Stage 3 the impact of Easter advertising. Councils were not informed of the assessment dates.

2.2 Recruitment

106 households from Waitakere City and 103 households from North Shore City took part in the project.

Households that displayed 'No Junk Mail' stickers (or similar) on their letterboxes were asked to participate. Participating households were distributed throughout the two cities to provide a representative sample (see Tables 3.10 & 3.11).

An advertisement was placed in both the North Shore Times and the Western Leader inviting people with a 'No Junk Mail' (or similar) sticker to participate. A copy of these can be found in Appendices G & H respectively. The majority of North Shore participants were recruited from a database created in a previous study conducted for North Shore City by Envision New Zealand.

In Waitakere City, the majority of participants were recruited by visiting every street in the selected areas to find households with 'No Junk Mail' (or similar) stickers. A leaflet was placed in these mailboxes describing the project and asking for their involvement.

Participating households were given an incentive to take part – and to continue to take part over the whole survey period. North Shore City offered a Kathmandu Eco Fleece as a prize after each assessment period, whilst Waitakere City offered PAK'n'SAVE vouchers at the completion of the whole survey period.

After the two databases were compiled, Councils were apprised of the number and distribution of the participants.

2.3 Survey Methodology

The survey was conducted primarily by Envision New Zealand. Waste Not Consulting collected and assessed the material from Waitakere City to provide independent analysis of material gathered from this part of the survey. A common methodology was used across both cities. Before the beginning of each assessment period, Envision sent participants a letter confirming their participation in the trial along with four post-paid, pre-addressed A4 envelopes and instructions on what items to collect and post back. Instructions varied according to which category of sticker they were using (Sample letters and instructions are included in Appendices E and F).

Additional envelopes and a reminder letter were sent to each household at the beginning of each subsequent assessment period. For the final assessment period, 8 postage paid envelopes were sent to each participating household.

Participants were asked to post back all the UAM they received in their letterbox, or any item they believed was delivered contrary to their letterbox sticker at the end of every week. They were asked to post back empty envelopes if they received no UAM. North Shore City residents posted their envelopes back to Envision whilst Waitakere City residents posted their envelopes back to Waste Not.

Envision and Waste Not kept an ongoing record of every envelope returned. If a participant got behind in returning their envelopes they were contacted, where possible, by Envision to encourage continued participation.

The exact assessment period dates were not made known to participants until they received their envelopes.

Control participants were included in each assessment period to check that all material coming back in envelopes was being received through letterboxes (and not from extraneous sources) and to provide baseline information on the amount of UAM coming into 'unstickered' letterboxes. In each city 5-6 households without stickers on their mailboxes were asked to send in their UAM during the same assessment periods. The controls were located near existing survey participants to ensure they were on the same distribution routes.

2.4 Data Input & Analysis Methodology

Material collected from survey participants was entered into separate databases during each assessment period. Envision collected and assessed the material posted back by North Shore City households and Waste Not collected and assessed material posted back by Waitakere City households. The following information was gathered:

- The specific advertiser/retailer from which UAM was received
- The number of pieces of UAM that was delivered
- The details of where and when the UAM was delivered (area, type of sticker on letterbox, week of assessment period)

Data was assessed to check whether participants had correctly observed the criteria of their letterbox sticker type. Items which were deemed to be acceptable under their sticker type were not included. Respondents that had unusually high numbers of pieces of UAM (compared to other participants in their areas and the control group) were also excluded to avoid skewing the study. This affected only a couple of respondents in each stage and was usually a result of participants including advertising from newspapers.

Initially the aim was to exclude any participant who didn't complete every week of the trial, but given falling response rates throughout the survey period, it was decided to include all envelopes received, regardless of whether the participant completed every week of the assessment period or not.

Section Three – Results & Analysis

Stage 1 Assessment Period – Sept/Oct 2005

Stage 2 Assessment Period – Nov/Dec 2005

Stage 3 Assessment Period – Feb/March/April 2006

3.1 Geographical Distribution of Participants

Tables 3.10 and 3.11 present the geographical distribution of participants at each stage. This data was gathered at the beginning of each assessment period. There was a fall in response rate over the survey period as participants dropped out, but given the duration of the survey (eight months) this was expected and considered reasonable.

Table 3.10

North Shore City			
	Stage 1 (Sept-Oct)	Stage 2 (Nov-Dec)	Stage 3 (Feb-April)
Areas			
Albany	8	5	8
Browns Bay	12	9	9
Beach Haven	5	4	4
Birkenhead	7	3	5
Devonport	10	8	5
Forrest Hill	3	2	3
Glenfield	13	12	10
Hillcrest	2	2	2
Milford	10	6	10
Mairangi Bay	6	5	4
Murrays Bay	2	2	2
Northcote	5	3	4
Takapuna	10	7	6
Torbay	10	6	9
Total	103	74	81

Table 3.11

Waitakere City			
	Stage 1 (Sept-Oct)	Stage 2 (Nov-Dec)	Stage 3 (Feb-Apr)
Areas			
Green Bay	1	0	1
Glendene	8	8	6
Glen Eden	3	3	3
Henderson	21	17	18
Hobsonville	1	1	0
Kelston	3	3	3
Massey	10	8	9
New Lynn	20	19	18
Ranui	6	4	4
Swanson	2	1	1
Te Atatu	13	11	12
Titirangi	10	7	8
West Harbour	8	7	7
Total	106	89	90

3.2 Percentage of Participants Receiving UAM

Table 3.20 and Figures 3.21 & 3.22 present the percentage of participants receiving UAM over the course of each stage. The total amount of UAM received per participant over each stage was calculated. Those receiving one or more pieces of UAM during that time are recorded in the first column. Those participants receiving no UAM at all over the stage are recorded in the second column.

Figure 3.20

	Percentage of Participants receiving one or more pieces of UAM per stage	Percentage of Participants not receiving any UAM per stage
North Shore City		
Stage 1	86.4%	13.6%
Stage 2	75.9%	24.1%
Stage 3	94.0%	6.0%
Waitakere City		
Stage 1	79.6%	20.4%
Stage 2	75.0%	25.0%
Stage 3	82.8%	17.2%

* Please note that Stage 3 was twice as long as Stages 1 & 2. This may in part account for the higher figures in Stage 3 as there were more weeks available in which to receive UAM.

Figure 3.21

North Shore City

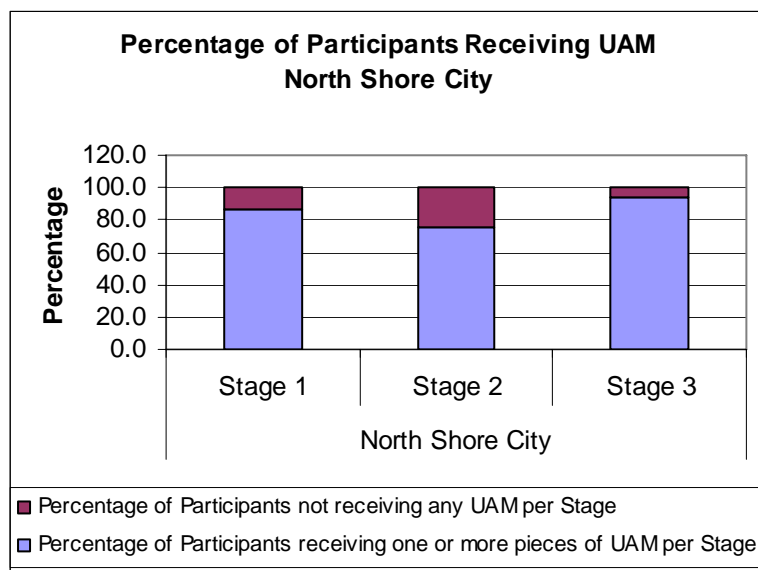
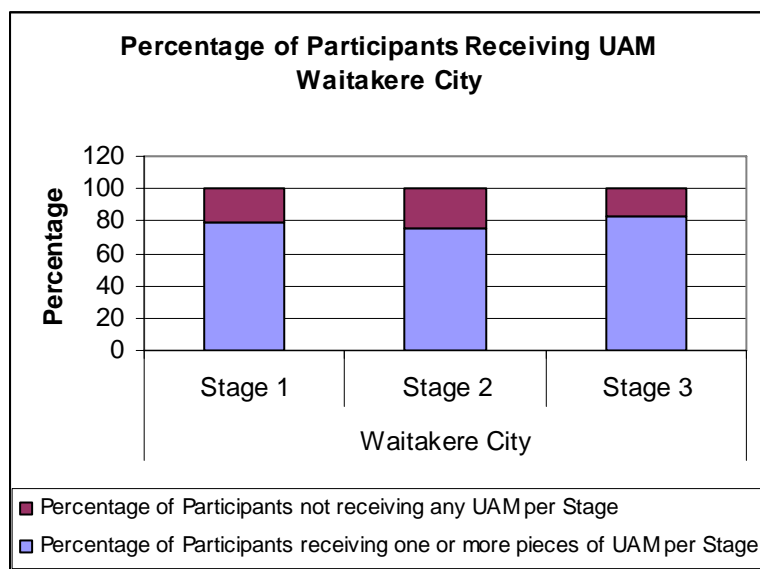


Figure 3.22

Waitakere City



Figures 3.21 and 3.22 show that the majority of participants received at least one piece of UAM during each stage. The amount of UAM in North Shore City increased from 86.4% of participants receiving UAM to 94.0%. Part of this increase is likely to be due to Stage 3 being 8 weeks in length (rather than 4 weeks). Waitakere City recorded a slight increase in UAM from 79.6% in Stage 1 to 82.8% receiving no UAM in Stage 3. Again part of this is likely to be due to the longer duration of Stage 3. Both cities recorded their lowest levels of UAM during Stage 2. Stage 2 took place during the four weeks leading up to Christmas.

3.3 Number of Pieces of UAM Received Per Stage

Table 3.30 and Figures 3.31 & 3.32 illustrate the Mean Number of Pieces of UAM Received, per Participant, per Week in Stages 1, 2 & 3

Table 3.30

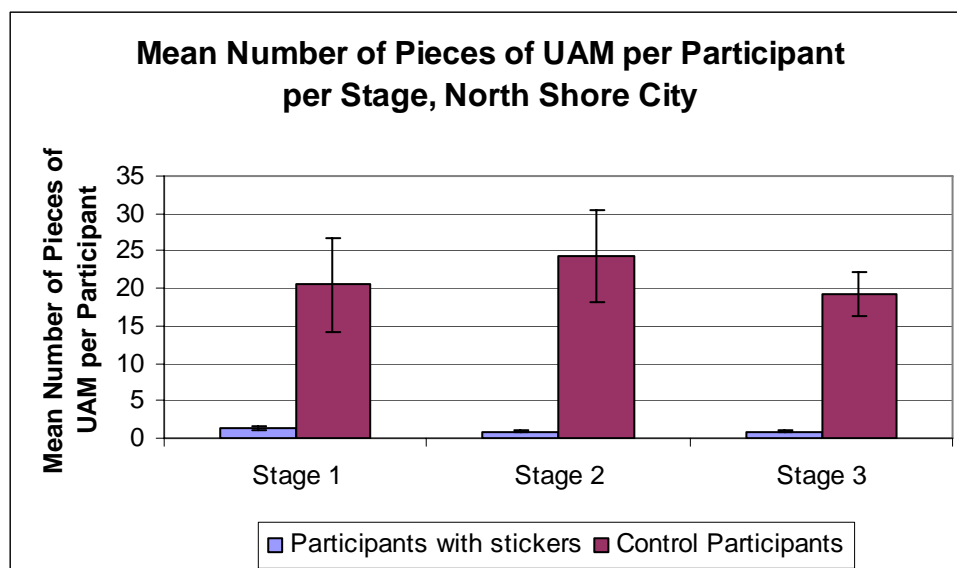
		Participants with Stickers		Control Participants (w/o stickers)	
		Mean	95% Confidence Interval	Mean	95% Confidence Interval
North Shore City	Stage 1	1.4	(±0.2)	20.5	(±6.2)
	Stage 2	0.8	(±0.2)	24.4	(±6.1)
	Stage 3	0.9	(±0.1)	19.3	(±2.8)
Waitakere City	Stage 1	1.8	(±0.3)	N/A	N/A
	Stage 2	1.6	(±0.6)	14.1	(±5.0)
	Stage 3	0.9	(±0.1)	17.4	(±3.6)

* Where the 95% Confidence Interval exceeds the mean, the lowest value will be zero.

NB. Data was not available for Stage 1 Control Participants in Waitakere City

Figure 3.31

North Shore City



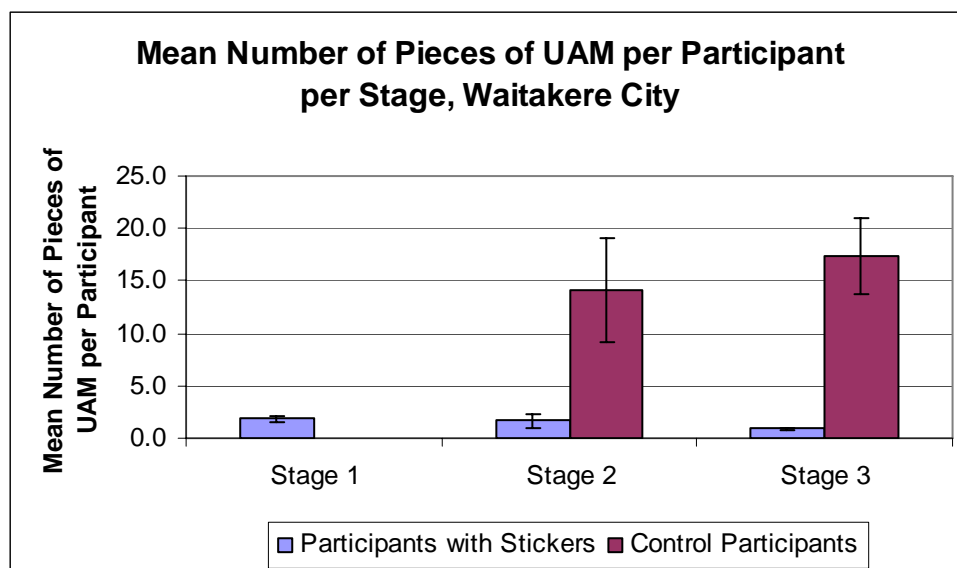
In all instances, Control Participants (Households with no stickers) recorded significantly higher levels of UAM than Participants displaying stickers. This can be seen in the graphs above, with the 95% confidence interval lying within the range shown by the error bars.

In North Shore City, Control Participants (without stickers) received, on average, at least 12.7 more pieces of UAM per week than Participants with stickers in Stage 1. In Stage 2 they received 17.3 more pieces of UAM per week. In Stage 3 they received 15.5 more pieces of UAM per week.

In North Shore City, Stage 1 had significantly higher levels of UAM than Stages 2 & 3. There was no significant difference between Stages 2 & 3.

Figure 3.32

Waitakere City



NB. Data was not available for Stage 1 Control Participants in Waitakere City

In Waitakere City, in all instances where data was available, Control Participants also recorded significantly higher levels of UAM than Participants displaying stickers.

Control Participants received, on average, at least 6.9 more pieces of UAM per week than Participants with stickers in Stage 2 and 12.8 more pieces of UAM per week in Stage 3.

Within Waitakere City, there was a significant decrease of UAM received in Stage 3 compared to Stage 1. There was no significant difference between Stages 2 & 3.

3.4 Number of Pieces of UAM Received Per Week

Table 3.40 and Figures 3.41 & 3.42 show the Mean Number of Pieces of UAM Received per Participant per Week. Table 3.40 also presents the information for the Control Group.

Table 3.40

		North Shore City				Waitakere City			
		Mean # of pieces	95% Confidence Interval	Mean # of pieces Control	95% Confidence Interval	Mean # of pieces	95% Confidence Interval	Mean # of pieces Control	95% Confidence Interval
Stage 1	Week 1	1.8	(±0.5)	14	N/A	1.8	(±0.6)	N/A	N/A
	Week 2	1.3	(±0.4)	21	N/A	2.4	(±0.9)	N/A	N/A
	Week 3	1.2	(±0.3)	18	N/A	1.7	(±0.5)	N/A	N/A
	Week 4	1.4	(±0.5)	29	N/A	1.5	(±0.6)	N/A	N/A
Stage 2	Week 1	1.2	(±0.4)	27.5	(±15.8)	1.9	(±1.0)	18.6	(±10.0)
	Week 2	0.8	(±0.3)	32.2	(±11.0)	1.4	(±0.9)	19.0	(±16.2)
	Week 3	0.8	(±0.3)	29.2	(±6.7)	1.0	(±0.5)	14.7	(±6.8)
	Week 4	0.5	(±0.2)	9.2	(±2.4)	0.7	(±0.4)	5.7	(±3.2)
Stage 3	Week 1	1.2	(±0.4)	19	(±6.7)	0.9	(±0.6)	15.8	(±13.5)
	Week 2	0.8	(±0.3)	18.8	(±6.4)	0.8	(±0.5)	17.0	(±9.8)
	Week 3	0.9	(±0.3)	27.4	(±10.0)	1.0	(±0.5)	17.7	(±10.5)
	Week 4	1.0	(±0.3)	14.6	(±3.7)	1.0	(±0.5)	14.7	(±7.9)
	Week 5	1.0	(±0.3)	20.2	(±7.8)	0.8	(±0.5)	18.3	(±6.8)
	Week 6	0.7	(±0.3)	16.8	(±4.6)	0.7	(±0.3)	15.0	(±3.9)
	Week 7	0.9	(±0.3)	24.2	(±13.5)	0.9	(±0.4)	21.0	(±21.6)
	Week 8	0.9	(±0.3)	13	(±3.5)	0.9	(±0.6)	22.0	(±17.6)

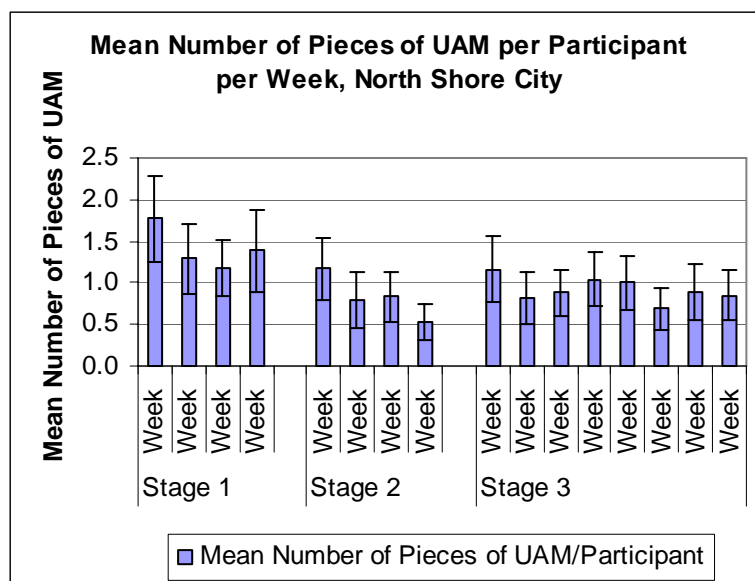
* Where the 95% Confidence Interval exceeds the mean, the lowest value will be zero.

**Please note that control data was not available for Waitakere City for Stage 1.

***There was insufficient data to calculate the 95% Confidence Interval for North Shore City control data in Stage 1.

Figure 3.41

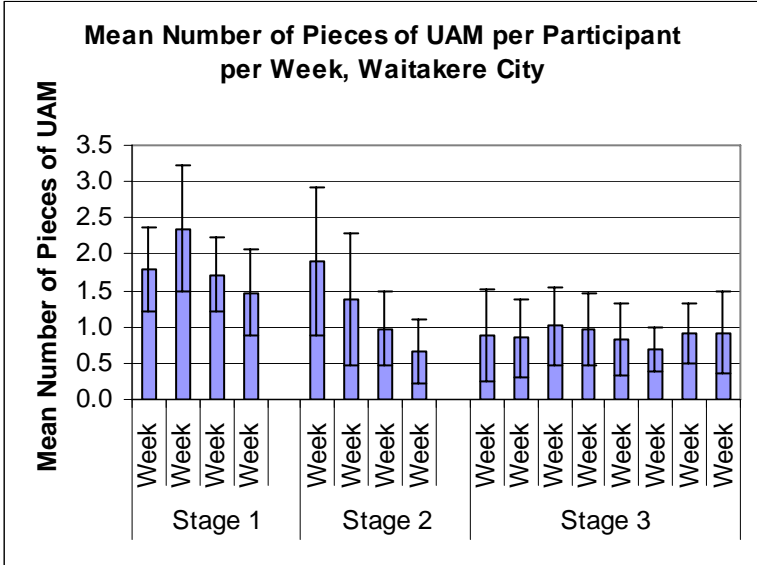
North Shore City



The above graph breaks the results down into weekly figures. There is no significant difference between the amount of UAM received during the four weeks of Stage 1. There was, however, a significant difference between the first and last week of Stage 2. Although there was also some drop off between the first and subsequent weeks of Stage 3, none of these changes were significant at the 95% Confidence Interval.

Figure 3.42

Waitakere City



Within each stage, on a week by week basis, there were variations in UAM received but none which were significant at the 95% Confidence Interval.

3.5 Number of Pieces of UAM Received per Sticker Type

Table 3.50 and Figures 3.51 and 3.52 below, present the Mean Number of Pieces of UAM received per Participant per Week per Sticker Type over Stages 1, 2 & 3.

Table 3.50

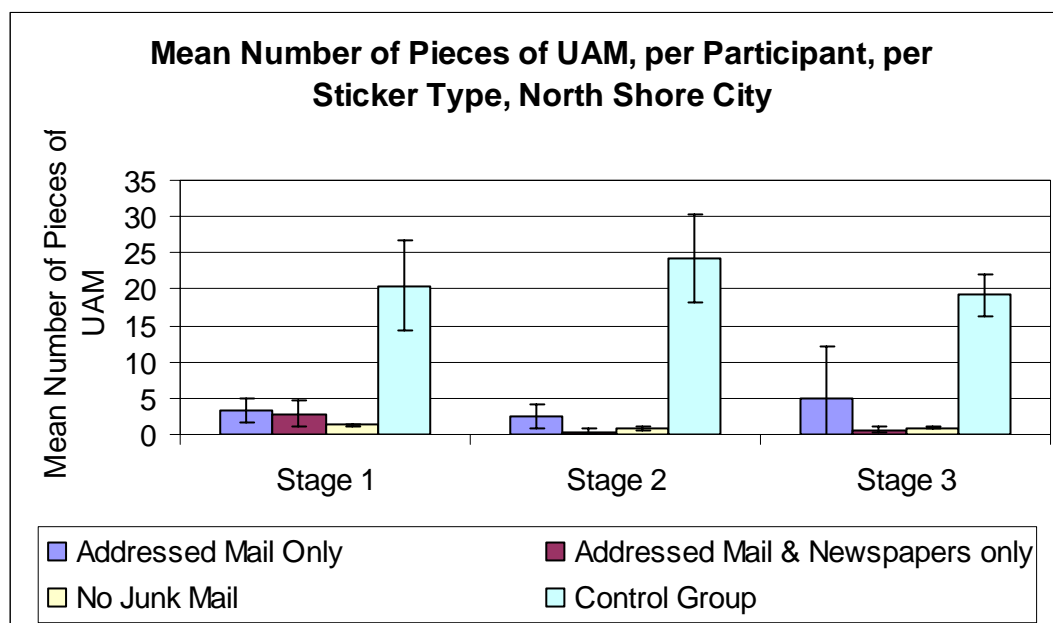
	Mean # of pieces of UAM	95% Confidence Interval	Mean # of pieces of UAM	95% Confidence Interval	Mean # of pieces of UAM	95% Confidence Interval
North Shore City	Stage 1		Stage 2		Stage 3	
Addressed Mail Only	3.4	(±1.6)	2.5	(±1.7)	5.0	(±7.1)
Addressed Mail & Newspapers Only	2.9	(±1.8)	0.4	(±0.5)	0.6	(±0.5)
No Junk Mail	1.3	(±0.2)	0.8	(±0.2)	0.9	(±0.1)
Control Group	20.5	(±6.2)	24.4	(±6.1)	19.2	(±2.9)
Waitakere City						
Addressed Mail Only	5.5	(±3.3)	3.7	(±1.7)	1.8	(±1.7)
Addressed Mail & Newspapers Only	3.6	(±1.6)	3.2	(±2.2)	0.8	(±0.4)
No Junk Mail	1.6	(±0.3)	1.0	(±0.2)	0.9	(±0.1)
Control Group	N/A	N/A	14.1	(±5.0)	17.4	(±3.6)

* Where the 95% Confidence Interval exceeds the mean, the lowest value will be zero.

** Data was not available for the Stage 1 Control Group in Waitakere City.

Figure 3.51

North Shore City



The above graph shows that all of the three sticker types significantly reduced the amount of UAM received in North Shore City compared to the Control Group (with no stickers).

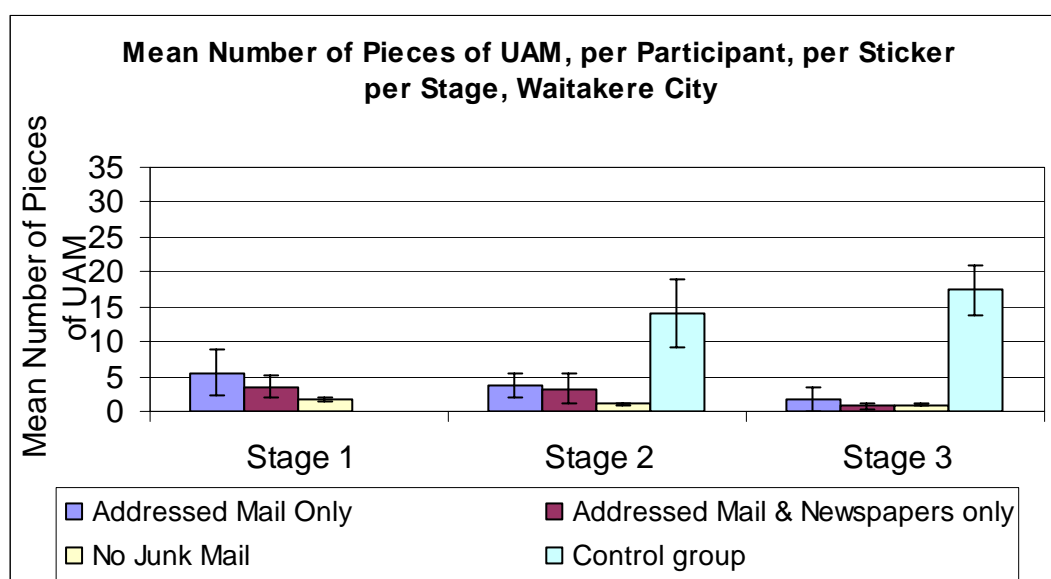
In Stage 1, the 'No Junk Mail' sticker was significantly more effective than the 'Addressed Mail Only' sticker. One of the possible reasons for this is deliverers not being aware of what should and shouldn't be included in letterboxes under the different sticker types. For example households displaying 'Addressed Mail Only' stickers shouldn't receive deliveries of newspapers, and yet they frequently did.

In Stages 2 & 3 there was no significant difference in the effect of the three sticker types.

Please note that sample sizes were small for the 'Addressed Mail Only' and 'Addressed Mail and Newspapers Only' categories.

Figure 3.52

Waitakere City



The above graph shows that displaying any one of the three stickers was significantly more effective at reducing UAM than displaying none at all in Waitakere City.

In Stage 1, the 'No Junk Mail' sticker was significantly more effective at reducing UAM than either the 'Addressed Mail Only' sticker or the 'Addressed Mail & Newspapers Only' sticker. Within the latter two groups there was no significant difference in their effectiveness.

In Stage 2, the 'No Junk Mail' sticker was significantly more effective than the 'Addressed Mail Only' sticker, but not significantly more effective than the 'Addressed Mail & Newspapers Only' sticker.

In Stage 3, there was no significant difference between the three sticker types.

Based on the data of both North Shore City and Waitakere City, the 'No Junk Mail' sticker appears to be more effective at reducing UAM than the other two sticker types. This could be partly due to the fact that the 'No Junk Mail' sticker is the most lenient sticker type, with community notices, newsletters and charity appeals, amongst others, all permitted under this category. In comparison the 'Addressed Mail Only' sticker has the strictest criteria with the delivery of newspapers, community notices and charity appeals all prohibited in this category.

Note also that sample sizes were very small for the 'Addressed Mail Only' and 'Addressed Mail & Newspaper Only' groups.

3.6 Number of Pieces of UAM Received per Area

Tables 3.60 & 3.61 below present the Mean Number of Pieces of UAM Received per Participant per Week per Area over Stages 1, 2 & 3.

Table 3.60

North Shore City

	Stage 1		Stage 2		Stage 3	
	Mean	95% Confidence Interval	Mean	95% Confidence Interval	Mean	95% Confidence Interval
Albany	0.8	(±0.6)	0.7	(±0.9)	0.9	(±0.4)
Browns Bay	1.8	(±0.6)	1.0	(±0.3)	1.2	(±0.3)
Beachhaven	0.8	(±0.9)	1.3	(±1.7)	0.7	(±0.4)
Birkenhead	1.6	(±0.9)	1.4	(±1.0)	0.9	(±0.6)
Devonport	0.9	(±0.8)	0.5	(±0.3)	0.6	(±0.3)
Forrest Hill	1.4	(±1.2)	0.9	(±0.8)	1.2	(±0.7)
Glenfield	1.0	(±0.4)	0.7	(±0.4)	0.6	(±0.3)
Hillcrest	2.1	(±1.9)	1.0	(±1.0)	0.8	(±0.3)
Milford	2.6	(±1.0)	1.2	(±0.5)	0.8	(±0.3)
Mairangi Bay	1.3	(±0.9)	1.1	(±0.5)	1.3	(±0.5)
Murray's Bay	0.5	(±0.5)	0.6	(±0.6)	0.8	(±0.5)
Northcote	1.8	(±0.9)	0.8	(±0.6)	1.1	(±0.9)
Takapuna	1.8	(±1.0)	0.6	(±0.4)	1.1	(±0.4)
Torbay	0.9	(±0.4)	0.7	(±0.4)	1.0	(±0.3)

* Where the 95% Confidence Interval exceeds the mean, the lowest value will be zero.

Stage 1

In Stage 1 Milford received significantly more UAM than Albany, Glenfield, Murray's Bay and Glenfield. Beachhaven also received significantly more UAM than Murray's Bay but within the remaining areas there were no significant differences at the 95% Confidence Interval.

Stage 2 & 3

In Stages 2 and 3 there were no significant differences between the areas at the 95% Confidence Interval.

The location of the participant's household didn't appear to impact on the levels of UAM received. The exceptions in Stage 1 could perhaps be due to local events at the time.

The sample sizes were small in some of the areas, making it difficult to establish significant differences.

Table 3.61

Waitakere City

	Stage 1		Stage 2		Stage 3	
	Mean	95% Confidence Interval	Mean	95% Confidence Interval	Mean	95% Confidence Interval
Green Bay	0.0	-	No Envelopes		No Envelopes	
Glendene	1.4	(±0.7)	1.9	(±1.0)	0.7	(±0.4)
Glen Eden	0.9	(±0.8)	0.6	(±0.5)	0.6	(±0.6)
Henderson	2.7	(±0.8)	1.1	(±0.5)	1.2	(±0.4)
Henderson Valley	2.5	(±2.9)	0.3	(±0.5)	No Envelopes	
Kelston	0.6	(±0.6)	0.9	(±0.6)	0.6	(±0.3)
Massey	0.5	(±0.3)	0.9	(±0.7)	0.6	(±0.3)
New Lynn	1.8	(±0.7)	1.9	(±0.9)	0.6	(±0.2)
Ranui	3.8	(±2.8)	1.9	(±1.4)	2.5	(±1.4)
Swanson	0.6	(±0.6)	0.3	(±0.5)	2.5	(±2.7)
Titirangi	1.6	(±1.3)	1.1	(±0.9)	0.4	(±0.2)
Te Atatu	1.4	(±0.8)	0.6	(±0.4)	0.6	(±0.3)
West Harbour	2.8	(±1.4)	1.2	(±0.6)	1.6	(±0.6)

* Where the 95% Confidence Interval exceeds the mean, the lowest value will be zero.

Stage 1

Glen Eden participants received significantly more UAM than those in Henderson Valley, Massey and Swanson. Massey received significantly less UAM than Glen Eden, New Lynn, Ranui or West Harbour.

There were no significant differences in UAM received within the remaining areas.

Stage 2

Green Bay and New Lynn both received significantly more UAM than Henderson and Swanson.

There were no significant differences in UAM received in the remaining areas.

Stage 3

Ranui received significantly more UAM than six other areas. West Harbour received significantly more UAM than five other areas. Henderson received significantly more UAM than Titirangi.

There were no significant differences in UAM received in the remaining areas.

3.7 Ten Top Sources of UAM

Tables 3.70 and 3.71 below present the Ten Top Sources of UAM over the entire duration of the 16 week survey. (A list of the 50 Top Sources of UAM for each city can be found in Appendix B).

Table 3.70

North Shore City

North Shore City			
	Advertiser	Total Number of Pieces of UAM Received	Percentage of Total Number of UAM Received
1	Real Estate	469	33.9%
2	Local services/ads*	337	24.3%
3	Harvey Norman	29	2.1%
4	North Shore Times	25	2.1%
5	Property Press	24	1.8%
6	Bunnings Warehouse	20	1.7%
7	New World	18	1.4%
8	Noel Leeming	18	1.3%
9	Bond & Bond	16	1.3%
10	Briscoes	16	1.2%
	Total Pieces of UAM = 1384		

* Local services/ads is the combined total of a large number of local businesses delivering a small amount of material in a wide variety of industries. For example local painters, tree cutting services and local beauticians.

Real Estate was by far the largest source of UAM in the North Shore. Local services/ads were the second highest combined source, followed by Harvey Norman, the North Shore Times and the Property Press.

Table 3.71

Waitakere City

Waitakere City			
	Advertiser	Total Number of Pieces of UAM Received	Percentage of Total Number of UAM Received
1	Real Estate	287	16.2%
2	Local services/ads	263	14.8%
3	The Warehouse	92	5.2%
4	Countdown	66	3.7%
5	Foodtown/Woolworths	66	3.7%
6	Farmers	57	3.2%
7	Mitre 10	57	3.2%
8	Education Institutes	30	1.7%
9	K Mart	30	1.7%
10	Hammer Hardware	27	1.5%

The Real Estate Industry delivered more UAM than any other advertiser. Local services/ads were second on the list, representing a large number of local advertisers each distributing a small amount of material in a wide variety of fields.

3.8 Ten Top Sources of UAM per Stage

Tables 3.80 and 3.81 present the Ten Top Sources of UAM delivered to Participants per Stage.

The figures are represented as percentages of the total UAM received during each stage.

Table 3.80

North Shore City

Stage 1		Stage 2		Stage 3	
Advertiser	%	Advertiser	%	Advertiser	%
Real Estate	30.6%	Real Estate	30.6%	Real Estate	38.9%
Local services/ads	18.5%	Local services/ads	24.4%	Local services/ads	30.5%
Harvey Norman	3.6%	North Shore Times	3.5%	Real Estate Outlook	2.2%
Noel Leeming	2.9%	New World	2.3%	Property Press	1.8%
North Shore Times	2.2%	Bunnings Warehouse	1.9%	Domino's Pizza	1.3%
Bunnings Warehouse	2.1%	Farmers	1.9%	Dick Smith	0.9%
The Aucklander	1.9%	Dick Smith	1.6%	Harvey Norman	0.9%
Bond & Bond	1.7%	Countdown	1.6%	Placemakers	0.9%
Property Press	1.7%	Foodtown/Woolworths	1.6%	The Warehouse	0.9%
Briscoes	1.6%	Property Press	1.6%	Bond & Bond	0.7%
Mitre 10	1.6%	Others	29.1%	Briscoes	0.7%
Placemakers	1.6%			New World	0.7%
Telecom	1.6%			Orcon Internet	0.7%
The Warehouse	1.6%			Others	18.6%
Others	26.9%				
Total Per Stage = 579		Total Per Stage = 258		Total Per Stage = 547	

* 'Others' is the combined total of the remaining amount of UAM in each stage.

** Please note that Stage 3 is eight weeks in duration as opposed to Stages 1 & 2 which are four weeks each.

Advertising material from Real Estate agents accounted for the most UAM in each of the three stages. Local services/ads accounted for the second largest category.

The North Shore Times was prominent in the first two stages (newspapers are not accepted in the 'Addressed Mail Only' category).

The Property Press was in the Ten Top Sources of UAM for each stage. Bunnings Warehouse, Bond & Bond, Briscoes, Harvey Norman, Placemakers, The Warehouse, New World and Dick Smith all featured in the Ten Top Sources in two of the three stages in North Shore City.

Table 3.81

Waitakere City

Stage 1		Stage 2		Stage 3	
Advertiser	%	Advertiser	%	Advertiser	%
Real Estate	17.7%	Local services/ads	18.4%	Local services/ads	17.3%
Local services/ads	10.6%	Real Estate	14.2%	Real Estate	15.7%
Foodtown/Woolworths	4.5%	The Warehouse	6.4%	The Warehouse	7.3%
Countdown	4.3%	Mitre 10	5.4%	Countdown	3.4%
Farmers	3.0%	Farmers	5.2%	Foodtown/Woolworths	3.2%
The Warehouse	2.7%	Hammer Hardware	3.3%	Education Institutes	2.9%
Mitre 10	2.6%	Countdown	3.1%	Mitre 10	2.4%
New World	2.3%	Foodtown/Woolworths	3.1%	Religious Notices	2.3%
Subway	2.2%	Retravision	2.1%	Farmers	2.1%
Greenfingers	2.0%	Westfield	2.1%	K Mart	1.9%
Others	48.1%	Others	36.8%	Others	41.3%
Total Per Stage = 736		Total Per Stage = 424		Total Per Stage = 617	

* 'Others' is the combined total of the remaining amount of UAM in each stage.

Real Estate and Local Services were the top two sources of UAM in each of the stages for Waitakere City. Foodtown/Woolworths, Countdown, Farmers, The Warehouse and Mitre 10 all featured in the Ten Top Sources in every stage.

3.9 Ten Top Sources of UAM per Sticker Type

Tables 3.90 & 3.91 present the Ten Top Sources of UAM per Sticker, per Participant over Stages 1, 2 & 3.

(Appendix A outlines the top sources of UAM per Area, per Participant over Stages 1, 2 & 3.)

Table 3.90

North Shore City

North Shore City						
Addressed Mail Only	Stage 1		Stage 2		Stage 3	
	Advertiser	%	Advertiser	%	Advertiser	%
	North Shore Times	48.1%	North Shore Times	90.0%	Local services/ads	20.0%
	Real Estate	11.1%	NSCC	10.0%	North Shore Times	20.0%
	Local services/ads	7.4%			Real Estate	13.3%
	Bods in motion	3.7%			Briscoes	6.7%
	100% Electric Store	3.7%			Dick Smith	6.7%
	Mitre 10	3.7%			Forhomes	6.7%
	The Pizza Pan Man	3.7%			National Bank	6.7%
	Other	18.5%			New World	6.7%
					NSCC	6.7%
					Sunnybrae Pharmacy	6.7%
	Total Per Stage = 27		Total Per Stage = 10		Total per stage = 15	
Addressed Mail & Newspapers Only	Advertiser	%	Advertiser	%	Advertiser	%
	Local services/ads	21.1%	Real Estate	40.0%	Real Estate	47.1%
	Harvey Norman	7.0%	Avon	20.0%	Local services/ads	35.3%
	Real Estate	7.0%	Local services/ads	20.0%	Angel Institute	5.9%
	Briscoes	5.3%	Glengarry	20.0%	Auckland Carpet Steam	5.9%
	Noel Leeming	5.3%			Slenderform	5.9%
	Pak N Save	5.3%				
	Placemakers	5.3%				
	Bunnings Warehouse	3.5%				
	Dick Smith	3.5%				
	K Mart	3.5%				
	New World	3.5%				
	Other	29.8%				
	Total per Stage = 57		Total Per Stage = 5		Total per Stage = 17	
No Junk Mail	Advertiser	%	Advertiser	%	Advertiser	%
	Real Estate	34.3%	Real Estate	31.7%	Real Estate	39.4%
	Local services/ads	18.8%	Local services/ads	25.5%	Local services/ads	30.7%
	Harvey Norman	3.4%	New World	2.5%	Real Estate Outlook	2.3%
	Noel Leeming	2.8%	Bunnings Warehouse	2.1%	Property Press	1.9%
	Bunnings Warehouse	2.0%	Farmers	2.1%	Domino's Pizza	1.4%
	Property Press	2.0%	Dick Smith	1.6%	Harvey Norman	1.0%
	Bond & Bond	1.8%	Countdown	1.6%	Placemakers	1.0%
	The Warehouse	1.8%	Foodtown/Woolworths	1.6%	The Warehouse	1.0%
	Mitre 10	1.6%	Property Press	1.6%	Bond & Bond	0.8%
	Telecom	1.6%	Other	29.6%	Dick Smith	0.8%
	Other	29.7%			Orcon Internet	0.8%
					Other	19.0%
	Total Per Stage = 495		Total Per Stage = 243		Total Per Stage = 515	

* 'Other' is the combined total of the remaining amount of UAM in each stage.

Addressed Mail Only

The North Shore Times, the Real Estate Industry and Local Services/Ads constituted the top sources of UAM for this sticker.

Addressed Mail & Newspapers Only

Real Estate and Local Services were the top sources of UAM in this category.

No Junk Mail

Real Estate and Local Services/Ads were also the top sources of UAM for this category.

Overall

The major difference in UAM received by sticker type was that the North Shore Times was a key source of UAM in the 'Addressed Mail Only' sticker type. It is an accepted piece of mail in the other two sticker types.

Table 3.91

Waitakere City

Waitakere City						
	Stage 1		Stage 2		Stage 3	
Addressed Mail Only	Advertiser	%	Advertiser	%	Advertiser	%
	Local services/ads	9.1%	Local services/ads	27.3%	Local services/ads	21.4%
	Miscellaneous*	9.1%	Real Estate	18.2%	Aucklander	14.3%
	Real Estate	9.1%	Western Leader	18.2%	Real Estate	14.3%
	Western Leader	9.1%	Arbuckles	9.1%	AA Rewards	7.1%
	Aucklander	4.5%	Hannah's	9.1%	Charity Appeal	7.1%
	Cadbury	4.5%	Mitre 10	9.1%	Education Institutes	7.1%
	Charity Appeals	4.5%	Rebel Sport	9.1%	KFC	7.1%
	Education Institute	4.5%			Pizza Hut	7.1%
	Farmers	4.5%			Video Ezy	7.1%
	Greenfingers	4.5%			Waitakere City News	7.1%
	Others**	36.4%				
	Total Per Stage = 22		Total Per Stage = 11		Total Per Stage = 14	
Addressed Mail & Newspapers Only	Advertiser	%	Advertiser	%	Advertiser	%
	Real Estate	21.7%	Local services/ads	22.8%	Local services/ads	23.1%
	Miscellaneous	6.3%	Farmers	8.7%	Real Estate	11.5%
	Local services/ads	5.6%	Best Buys	5.4%	The Warehouse	11.5%
	Countdown	3.5%	Real Estate	5.4%	Mitre 10	7.7%
	Foodtown/Woolworths	3.5%	Mitre 10	4.3%	Lookout	5.8%
	Mitre 10	3.5%	Countdown	3.3%	Club Physical	3.8%
	Charity Appeals	2.8%	Foodtown/Woolworths	3.3%	Harvey Norman	3.8%
	Farmers	2.8%	Retravisision	3.3%	Religious Notices	3.8%
	\$2 Shop	2.1%	The Warehouse	3.3%	Bed Stop	1.9%
	Avon	2.1%	Vodafone	3.3%	Benjamin Moore Paints	1.9%
	Others	46.2%	Others	37.0%	Others	25.0%
	Total Per Stage = 143		Total Per Stage = 92		Total Per Stage = 52	
No Junk Mail	Advertiser	%	Advertiser	%	Advertiser	%
	Real Estate	17.0%	Local services/ads	16.9%	Local services/ads	16.7%
	Local services/ads	11.9%	Real Estate	16.6%	Real Estate	16.2%
	Foodtown/Woolworths	4.9%	The Warehouse	7.5%	The Warehouse	7.1%
	Countdown	4.7%	Mitre 10	5.6%	Miscellaneous	6.9%
	Miscellaneous	4.4%	Farmers	4.4%	Countdown	3.8%
	The Warehouse	3.3%	Hammer Hardware	4.1%	Foodtown/Woolworths	3.6%
	Farmers	3.0%	Miscellaneous	3.8%	Education Institutes	2.9%
	New World	2.8%	Countdown	3.1%	Farmers	2.2%
	Mitre 10	2.3%	Foodtown/Woolworths	3.1%	K Mart	2.2%
	Subway	2.3%	KFC	1.9%	Religious Notices	2.2%
	Others	43.4%	Others	33.1%	Others	36.3%
	Total Per Stage = 571		Total Per Stage = 320		Total Per Stage = 551	

*The 'Miscellaneous' Category combines the totals of any advertiser that has delivered three or less pieces of UAM in a stage.

** The 'Others' Category refers to the combined total of the remaining amount of UAM in each sticker type per stage.

Addressed Mail Only

Local Services/Ads, Real Estate, The Western Leader and The Aucklander were the top sources of UAM in this category.

Addressed Mail & Newspapers Only

Real Estate and Local Services/Ads were the largest sources of UAM.

No Junk Mail

Real Estate and Local Services/Ads were also the largest sources of UAM in this category.

Overall

The main difference between categories is that local papers were a large source of UAM for the 'Addressed Mail Only' sticker type. They are accepted under the conditions of the other two stickers.

3.10 Weight of UAM received

In tables 3.100 and 3.101 the mean weight of UAM received per week per participant is recorded.

It should be noted that when a piece of UAM was considered too big and/or too heavy for the A4 envelopes that the participants were provided with (ie. Property Press, Real Estate Outlook, The North Shore Times, The Aucklander), participants were requested to send in the front page of the UAM only. An adjustment has been made for this based on an estimated average weight of each publication.

Table 3.100

North Shore City

North Shore City						
	Envelopes with Stickers			Control Envelopes		
	Net weight per week (Kg)	Number of envelopes	Average Net Weight per Envelope (Kg)	Net weight per week (Kg)	Number of envelopes	Average Net Weight per Envelope (Kg)
Stage 1						
Week 1	7.67	103	0.07	1.15	1	1.15
Week 2	5.00	103	0.05			
Week 3	3.87	103	0.04			
Week 4	5.56	103	0.05	1.35	1	1.35
Average per Week	5.52	103	0.05	1.25	1	1.25
Stage 2						
Week 1	2.30	74	0.03	5.50	4	1.37
Week 2	3.48	82	0.04	7.94	5	1.59
Week 3	3.76	79	0.05	5.43	5	1.09
Week 4	0.75	75	0.01	2.57	5	0.51
Average per Week	2.57	77.5	0.03	5.36	4.8	1.14
Stage 3						
Week 1	1.94	81	0.02	4.03	5	0.81
Week 2	1.72	76	0.02	4.42	5	0.88
Week 3	2.85	75	0.04	4.94	5	0.99
Week 4	2.56	76	0.03	2.08	5	0.42
Week 5	2.43	74	0.03	4.14	5	0.83
Week 6	2.34	74	0.03	3.20	5	0.64
Week 7	0.76	72	0.01	4.75	5	0.95
Week 8	0.62	67	0.01	3.22	5	0.64
Average per Week	1.90	71.8	0.03	3.84	5	0.77

NB. The complete sample of Control Envelopes in Stage 1 was not available for weighing.

The mean weight per envelope of UAM for participants with stickers decreased from 0.05kg in Stage 1 to 0.03kg in Stages 2 & 3.

The mean weight per envelope of UAM for participants without stickers (the Control Group) decreased from 1.25kg in Stage 1 to 1.14kg in Stage 2. This reduced to 0.77kg in Stage 3.

Table 3.101

Waitakere City

Waitakere City						
	Envelopes with Stickers			Control Envelopes		
	Net weight per week (Kg)	Number of envelopes	Average Net Weight per Envelope (Kg)	Net weight per week (Kg)	Number of envelopes	Average Net Weight per Envelope (Kg)
Stage 1						
Week 1	3.5	106	0.03	N/A	N/A	N/A
Week 2	4.4	102	0.04	N/A	N/A	N/A
Week 3	5.6	98	0.06	N/A	N/A	N/A
Week 4	3.4	94	0.04	N/A	N/A	N/A
Average per Week	4.2	100	0.04			
Stage 2						
Week 1	4.2	89	0.05	2.2	5	0.43
Week 2	2.2	88	0.03	2.6	5	0.52
Week 3	2.4	82	0.03	4.5	6	0.75
Week 4	0.9	81	0.01	0.7	6	0.12
Average per Week	2.5	85	0.03	2.5	5.5	0.46
Stage 3						
Week 1	1.1	90	0.01	1.4	4	0.36
Week 2	2.1	93	0.02	2.2	3	0.72
Week 3	2.3	93	0.02	1.3	3	0.42
Week 4	1.7	92	0.02	2.9	3	0.98
Week 5	1.0	87	0.01	1.2	3	0.39
Week 6	2.0	88	0.02	1.8	2	0.88
Week 7	2.4	79	0.03	0.9	2	0.45
Week 8	1.9	78	0.02	1.7	2	0.85
Average per Week	1.8	87.5	0.02	1.7	2.8	0.63

NB. The control envelopes for Stage 1 were not available for weighing.

The mean weight per week of UAM per participant with stickers reduced from 0.04kg per envelope in Stages 1 to 0.03kg in Stage 2 and 0.02 kg in Stage 3.

The mean weight per week of UAM per Control participant (without stickers) increased from 0.46kg per envelope in Stage 2 to 0.63kg per envelope in Stage 3.

Section Four – Discussion

The results of this study showed that 'No Junk Mail' (or similar) stickers on letterboxes were effective at reducing the amount of UAM delivered to households in North Shore City and Waitakere City. This supports earlier research conducted by Envision (*'Reducing Junk Mail in North Shore City'*, February 2005).

The vast majority of participants with letterboxes were, however, still receiving some UAM. The mean number of pieces of UAM received per week by participants with letterboxes displaying stickers in North Shore City in Stages 1, 2 & 3 were 1.4(± 0.2), 0.8 (± 0.2) and 0.9 (± 0.1) respectively. The mean number of pieces of UAM received per week by participants with letterboxes displaying stickers in Waitakere City in Stages 1, 2 & 3 were 1.8 (± 0.3), 1.6 (± 0.6) and 0.9 (± 0.1) respectively.

The Real Estate Industry is, by a large margin, the biggest source of UAM delivered to letterboxes displaying stickers in both North Shore City and Waitakere City. The combined category of Local Services and Advertisements also appears to be a large source of UAM, but this category is made up of a large number of advertisers delivering a small amount of material in a wide variety of industries. For example local painters, tree cutting services and local beauticians.

In North Shore City, the other main sources of UAM delivered to letterboxes displaying stickers were Harvey Norman, the North Shore Times and the Property Press. In Waitakere City, the other main sources of UAM delivered to letterboxes displaying stickers were The Warehouse, Countdown, Foodtown/Woolworths, Farmers and Mitre 10.

Out of the three sticker types, the 'No Junk Mail' sticker was more effective than the other stickers during certain stages of the survey. The sample sizes however were very small for the 'Addressed Mail Only' and 'Addressed Mail and Newspapers Only' categories, which made it difficult to establish significant differences.

It would appear that distributors are not fully aware of the sticker definitions, and what they can and cannot deliver. The most obvious case of this was the distribution of community newspapers to households displaying the 'Addressed Mail Only' stickers.

The location of households within the two cities did not on the whole appear to have a significant impact on the amount of UAM delivered to letterboxes with stickers. Again, the sample sizes within the various areas tended to be small which made it difficult to establish significant differences.

Anecdotal evidence suggests that the Marketing Association was able to influence the behaviour of advertising distributors through the Voluntary Code. Numerous comments were received from both North Shore City and Waitakere City participants exclaiming their surprise that the levels of UAM were so low. There were also comments that the amount of UAM inserted in newspapers had risen. See Appendix I for a selection of quotes.

Section Five – Appendices

Appendix A Main Sources of UAM per Area

STAGE 1		NORTH SHORE CITY					
Albany	Total	Browns Bay	Total	Beachhaven	Total	Birkenhead	Total
Real Estate	8	Real Estate	33	Real Estate	4	Local services/ads	9
Local services/ads	6	Local services/ads	16	K Mart	2	Real Estate	4
Noel Leeming	2	Harvey Norman	6	Local services/ads	2	Briscoes	3
Bond & Bond	1	Mitre 10	3	100% Electric Store	1	ASB	2
Bradford editions	1	The Aucklander	3	Bods in Motion	1	Bods in Motion	2
Bunnings Warehouse	1	The Warehouse	3	Bond & Bond	1	Countdown	2
Carpet One	1	Avon	2	Bunnings Warehouse	1	Foodtown/Woolworths	2
Freedom Furniture	1	Best Buys Catalogue	2	Forhomes	1	New World	2
Guthrie Bowron	1	Bunnings Warehouse	2	Guthrie Bowron	1	Noel Leeming	2
Harvey Norman	1	Domino's Pizza	2	Harvey Norman	1	Pascoes	2
Resene	1	Placemakers	2	Shop Today Catalogue	1	100% Electric Store	1
Shop Today Catalogue	1	The Motor Buyers Guide	2			Ambi Pure	1
Telecom	1	ASB	1			Bond & Bond	1
Whitcoulls	1	Bond & Bond	1			Bunnings Warehouse	1
		Dick Smith	1			Farmers	1
		New World	1			Freedom Furniture	1
		Noel Leeming	1			Harvey Norman	1
		Number 1 Shoe Warehouse	1			K Mart	1
		Shop Today Catalogue	1			Kiwibank	1
		Super Cheap Auto	1			Mitre 10	1
		Super Liquor	1			Property Press	1
		Telecom	1			Renault	1
		Video Ezy	1			Resene	1
						Telecom	1
						The Warehouse	1
						Westfield	1
Total	27	Total	87	Total	16	Total	46

STAGE 2

Albany	Total	Browns Bay	Total	Beachhaven	Total	Birkenhead	Total
Real Estate	3	Real Estate	17	Farmers	3	Countdown	3
Local services/ads	2	Local services/ads	15	Four Square	2	Foodtown/Woolworths	3
Best Buys Catalogue	1	AWL Housewashing	2	New World	2	Bond & Bond	1
Corporate Consumables	1	Countdown	1	Real Estate	2	Briscoes	1
Firestone	1	Foodtown/Woolworths	1	Arbuckles	1	Chesters	1
Harvey Norman	1	Mitre 10	1	Christmas Wonderland	1	Domino's Pizza	1
Michael Hill Jewellers	1	NZ Post	1	National Carpet Clean	1	Harvey Norman	1
Pizza Hut	1	Sky TV	1	Paper Plus	1	Mitre 10	1
Porse Network Recruitment	1	Smart Saver Coupons	1			New World	1
Repcoco	1	Telecom	1			Number 1 Shoe Warehouse	1
Stevens	1					Pharmacy Direct	1
Super Liquor	1					Whitcoulls	1
						Xtra	1
Total	15	Total	41	Total	13	Total	17

STAGE 3

Albany	Total	Browns Bay	Total	Beachhaven Total	Total	Birkenhead Total	Total
Local services/ads	22	Real Estate	43	Real Estate	9	Real Estate	6
Real Estate	14	Local services/ads	22	Local services/ads	5	Local services/ads	3
Bond & Bond	1	Dick Smith	3	Edwards & Hardy	1	Countdown	2
Bunnings Warehouse	1	Placemakers	3	Plastic Box	1	Foodtown/Woolworths	2
Dick Smith	1	Real Estate Outlook	3			Orcon Internet	2
Harvey Norman	1	Bond & Bond	2			The Warehouse	2
Kiwibank	1	Bunnings Warehouse	1			Bed Bath & Beyond	1
McDonalds	1	Freedom Furniture	1			Bed Stop	1
Mitre 10	1	Harvey Norman	1			Bendon	1
Office Max	1	Magna Mail	1			Best Buys	1
Paper Plus	1	Noel Leeming	1			Bond & Bond	1
Placemakers	1	Paper Plus	1			Domino's Pizza	1
Spotlight	1	Slenderform	1			Edwards & Hardy	1
Telecom	1	\$2 Shop				Freedom Furniture	1
The Warehouse	1	100% Electric Store				Green Acres	1
						Harvey Norman	1
						Liquor King	1
						Lookout magazine	1
						Michael Hill Jewellers	1
						North Shore Home and Garden show	1
						Pizza Hut	1
						Plastic Box	1
						Spotlight	1
						Versatile Buildings	1
						Warehouse Stationery	1
Total	49	Total	83	Total	16	Total	36

STAGE 1

Devonport	Total	Forrest Hill	Total	Glenfield	Total	Hillcrest	Total	Milford	Total
Real Estate	8	Real Estate	8			Real Estate	10	Real Estate	20
Local services/ads	5	Local services/ads	2	Real Estate	17	Local services/ads	7	Local services/ads	18
The Warehouse	3	Bond & Bond	1	Local services/ads	12			Property Press	8
100% Electric Store	2	Bunnings Warehouse	1	The Pizza Pan Man	6			Harvey Norman	6
Best Buys Catalogue	1	Noel Leeming	1	North Shore Times	3			Noel Leeming	5
Bods in Motion	1	Paper Plus	1	Hammer Hardware	2			Placemakers	4
Bond & Bond	1	Platinum Ladies Health Club	1	Kiwibank	2			Platinum Ladies Health Club	3
Briscoes	1	Super Cheap Auto	1	Mitre 10	2			Bond & Bond	2
Bunnings Warehouse	1	Telecom	1	Beds R US	1			Briscoes	2
Dick Smith	1			Best Buys Catalogue	1			Bunnings Warehouse	2
Forhomes	1			Bods in Motion	1			Dick Smith	2
Hammer Hardware	1			Farmers	1			Forhomes	2
Harvey Norman	1			Noel Leeming	1			New World	2
K Mart	1			Shop Today Catalogue	1			Pak N Save	2
Kiwibank	1			The Aucklander	1			Shop Today Catalogue	2
Mitre 10	1			The Warehouse	1			Telecom	2
Property Press	1			World Exchange	1			Video Ezy	2
Shop Today Catalogue	1							Whitcoulls	2
Telecom	1							100% Electric Store	1
Warehouse Stationery	1							ASB	1
Xtra	1							Foodrunner	1
								Grapevine	1
								Guardian Trust	1
								Guthrie Bowron	1
								Hammer Hardware	1
								Kiwibank	1
								Michael Hill Jeweller	1
								Number 1 Shoe Warehouse	1

Devonport	Total	Forrest Hill	Total	Glenfield	Total	Hillcrest	Total	Milford	Total
								Paper Plus	1
								Renault	1
								Resene	1
								Stevenson	1
								Super Cheap Auto	1
								The Aucklander	1
								The Warehouse	1
Total	35	Total	17	Total	53	Total	17	Total	103

STAGE 2

Devonport	Total	Forrest Hill	Total	Glenfield	Total	Hillcrest	Total	Milford	Total
Local services/ads	11	Real Estate	6	North Shore Times	9	Local services/ads	7	Real Estate	9
Real Estate	2	Local services/ads	1	Real Estate	7	Real Estate	1	Local services/ads	6
Foodrunner	1			Local services/ads	3			Property Press	4
Glengarry	1			Farmers	2			Dick Smith	3
Mitre 10	1			Hire a Hubby	2			Briscoes	2
				Best Buys Catalogue	1			Furniture City	2
				NSCC	1			Video Ezy	2
				Hammer Hardware	1			100% Electrical	1
				Hannahs	1			Bond & Bond	1
				Harvey Norman	1			Bunnings Warehouse	1
				NZ Post	1			Domino's Pizza	1
				Porse Network Recruitment	1			Hammer Hardware	1
				Retravisision	1			Number 1 Shoe Warehouse	1
				Stewart Dawson	1			Redpaths	1
				T&T	1			Whitcoulls	1
Total	16	Total	7	Total	33	Total	8	Total	36

STAGE 3

Devonport	Total	Forrest Hill	Total	Glenfield	Total	Hillcrest	Total	Milford	Total
Real Estate	11	Local services/ads	12	Local services/ads	11	Real Estate	12	Real Estate	27
Local services/ads	9	Real Estate	7	Real Estate	9			Local services/ads	21
Hammer Hardware	2	Pickles	3	Domino's Pizza	6			Property Press	10
Orcon Internet	2	Platinum Ladies Health	1	The Pizza Pan man	3			Activia	1
Accor	1			Carpet One	2			Hell Pizza	1
Homecare	1			North Shore Times	2			Magna Mail	1
Onroad NZ	1			NSCC	1			Mitre 10	1
Wizard Home Loans	1			Club Physical	1			Pizza Hut	1
				Green Acres	1			Sky TV	1
				The Warehouse	1			The Motor Buyers Guide	1
				Warehouse Stationery	1			The Warehouse	1
				Wizard Home Loans	1			Warehouse Stationery	1
Total	28	Total	23	Total	39	Total	12	Total	67

STAGE 1

Mairangi Bay	Total	Murray's Bay	Total	Northcote	Total	Takapuna	Total	Torbay	Total
Real Estate	11	Real Estate	2	North Shore Times	10	Real Estate	17	Real Estate	25
Local services/ads	4	Local services/ads	1	Real Estate	10	Local services/ads	12	Local services/ads	7
Bunnings Warehouse	2	Sky TV	1	Local services/ads	6	Pak N Save	4	ASB	1
Harvey Norman	2			The Aucklander	4	Briscoes	3	Avon	1
Noel Leeming	2			Woosh	2	Harvey Norman	3	Foodtown/Woolworths	1
Bond & Bond	1			100% Electric Store	1	New World	3	Mitre 10	1
Domino's Pizza	1			Bods in Motion	1	Noel Leeming	3		
Guthrie Bowron	1			Foodrunner	1	Dick Smith	2		
Mitre 10	1			The Pizza Pan Man	1	K Mart	2		
Placemakers	1					Placemakers	2		
Resene	1					The Aucklander	2		
Sky TV	1					100% Electric Store	1		
Telecom	1					Best Buys Catalogue	1		
Video Ezy	1					Bond & Bond	1		
Whitcoulls	1					Bunnings Warehouse	1		
						Grapevine	1		
						Number 1 Shoe Warehouse	1		
						Paper Plus	1		
						Pascoes	1		
						Platinum Ladies Health Club	1		
						Renault	1		
						Shop Today Catalogue	1		
						Stevenson	1		
						Super Cheap Auto	1		
						Telecom	1		
						Video Ezy	1		
						Whitcoulls	1		
						World Exchange	1		
						Xtra	1		
Total	31	Total	4	Total	36	Total	71	Total	36

STAGE 2

Mairangi Bay	Total	Murray's Bay	Total	Northcote	Total	Takapuna	Total	Torbay	Total
Real Estate	15	Real Estate	3	Real Estate	5	Local services/ads	12	Real Estate	8
Birkenstock	1	Local services/ads	2	Local services/ads	2	Contact Energy	1	Bunnings Warehouse	2
Bunnings Warehouse	1			Bunnings Warehouse	1	Grapevine	1	New World	2
Dick Smith	1					Guthrie Bowron	1	Real Estate Outlook	2
Local services/ads	1					Real Estate	1	Avon	1
National Carpet Clean	1							Birkenstock	1
New World	1							Contact Energy	1
								Forhomes	1
								Local services/ads	1
								Paper Plus	1
								Placemakers	1
								Video Ezy	1
Total	21	Total	5	Total	8	Total	16	Total	22

STAGE 3

Mairangi Bay	Total	Murray's Bridge	Total	Northcote	Total	Takapuna	Total	Torbay	Total
Real Estate	13	Real Estate	6	Local services/ads	10	Local services/ads	21	Real Estate	26
Local services/ads	11	Local services/ads	3	Real Estate	9	Real Estate	21	Local services/ads	17
Harvey Norman	2			Bendon	1	Angel Institute	1	Real Estate Outlook	9
ASB	1			Briscoes	1	Ford	1	Briscoes	2
Bendon	1			Dick Smith	1	Kiwibank	1	Michael Hill Jewellers	2
Briscoes	1			Forhomes	1	KiwiOz Nannies	1	New World	2
BucketStuff	1			National Bank	1	Liquorland	1	Onroad NZ	2
Bunnings Warehouse	1			New World	1	McDonalds	1	4 Square	1
Dell	1			North Shore Times	1	Millennium Institute of Sport and Health	1	AA Auto Service	1
Forhomes	1			Sunnybrae Pharmacy	1	One News	1	Auckland Carpet Steam	1
Grapevine	1					Platinum Ladies Health	1	Babycity	1
Healthzone	1							Edwards & Hardy	1
New World	1							Smart Saver Coupons	1
Paper Plus	1							Tower Insurance	1
Placemakers	1							Wizard Home Loans	1
Telecom	1								
Total	39	Total	9	Total	27	Total	51	Total	68

Ten Top Sources of UAM per Area

Waitakere City				
Stage 1				
Area	Advertiser	No Pieces	Total Pieces Per Area	% of Area
Glendene	Local services/ads	7	46	15.2%
	Greenfingers	7		15.2%
	Cadbury	5		10.9%
	MacDonalds	4		8.7%
	Subway	3		6.5%
	Foodtown/Woolworths	3		6.5%
	Countdown	3		6.5%
	The Red Envelope	2		4.3%
	Real Estate	2		4.3%
	Hannah's	2		4.3%
Glen Eden	Bunnings Warehouse	1	11	9.1%
	Hammer Hardware	1		9.1%
	Hollings Pharmacy	1		9.1%
	K Mart	1		9.1%
	Local services/ads	1		9.1%
	Miscellaneous	1		9.1%
	Placemakers	1		9.1%
	Real Estate	1		9.1%
	The Red Envelope	1		9.1%
	Video Ezy	1		9.1%
Green Bay	No UAM received	0		
Henderson	Real Estate	24	217	11.1%
	Local services/ads	21		9.7%
	Foodtown/Woolworths	20		9.2%
	Countdown	19		8.8%
	Farmers	15		6.9%
	Miscellaneous	10		4.6%
	Bridgestone	6		2.8%
	Subway	6		2.8%
	\$2 Shop	5		2.3%
	KFC	5		2.3%
Henderson Valley	Local services/ads	2	10	20.0%
	Real Estate	2		20.0%
	The Warehouse	2		20.0%
	Cadbury	1		10.0%
	Greenfingers	1		10.0%
	Mitre 10	1		10.0%
	Miscellaneous	1		10.0%
Kelston	Hammer Hardware	2	7	28.6%
	Cadbury	1		14.3%

Waitakere City				
Stage 1				
Area	Advertiser	No Pieces	Total Pieces Per Area	% of Area
	Greenfingers	1		14.3%
	Mitre 10	1		14.3%
	Subway	1		14.3%
	The Red Envelope	1		14.3%
Massey	Local services/ads	12	18	66.7%
	Real Estate	2		11.1%
	Flight Centre	1		5.6%
	Hannah's	1		5.6%
	Mitre 10	1		5.6%
	Subway	1		5.6%
New Lynn	Real Estate	41	131	31.3%
	New World	16		12.2%
	Miscellaneous	12		9.2%
	Local services/ads	7		5.3%
	Countdown	5		3.8%
	Foodtown/Woolworths	5		3.8%
	The Warehouse	5		3.8%
	Farmers	4		3.1%
	Mitre 10	4		3.1%
	\$2 Shop	2		1.5%
	Domino's Pizza	2		1.5%
	Number 1 Shoe Warehouse	2		1.5%
	Pizza Hut	2		1.5%
	Redpaths Furniture	2		1.5%
	Video Ezy	2		1.5%
Ranui	The Warehouse	8	68	11.8%
	Real Estate	6		8.8%
	Best Buys	4		5.9%
	K Mart	4		5.9%
	Local services/ads	4		5.9%
	Mitre 10	4		5.9%
	Dick Smith	3		4.4%
	Hannah's	3		4.4%
	Auckland Museum	2		2.9%
	Briscoes	2		2.9%
	Bunnings Warehouse	2		2.9%
Swanson	Local services/ads	2	4	50.0%
	Bendon Outlet	1		25.0%
	Real Estate	1		25.0%
Titirangi	Real Estate	24	55	43.6%
	Local services/ads	5		9.1%
	Cadbury	2		3.6%

Waitakere City				
Stage 1				
Area	Advertiser	No Pieces	Total Pieces Per Area	% of Area
	Carpet One	2		3.6%
	Countdown	2		3.6%
	Foodtown/Woolworths	2		3.6%
	MacDonalds	2		3.6%
	Partner Catalogue	2		3.6%
	Briscoes	1		1.8%
Te Atatu	Real Estate	14	77	18.2%
	Local services/ads	6		7.8%
	Miscellaneous	5		6.5%
	Hammer Hardware	3		3.9%
	K Mart	3		3.9%
	Religious Notices	3		3.9%
	Briscoes	2		2.6%
	Bunnings Warehouse	2		2.6%
	Cadbury	2		2.6%
	Charity Appeals	2		2.6%
West Harbour	Real Estate	13	91	14.3%
	Local services/ads	10		11.0%
	Mitre 10	7		7.7%
	Miscellaneous	4		4.4%
	Briscoes	3		3.3%
	Avon	2		2.2%
	Best Buys	2		2.2%
	Bendon Outlet	2		2.2%
	Bunnings Warehouse	2		2.2%
	Charity Appeals	2		2.2%

* The 'Miscellaneous' category combines the total of any advertiser that has delivered three or fewer pieces of UAM in a stage.

Waitakere City				
Stage 2				
Area	Advertiser	No Pieces	Total Pieces Per Area	% of Area
Glendene	Local services/ads	11	53	20.8%
	Real Estate	10		18.9%
	The Warehouse	10		18.9%
	Domino's Pizza	3		5.7%
	Mitre 10	3		5.7%
	Avon	2		3.8%
	Beds R Us	2		3.8%
	Farmers	2		3.8%
	Palmers	2		3.8%
	Countdown	1		1.9%
Glen Eden	Local services/ads	3	7	42.9%
	Farmers	2		28.6%
	Hammer Hardware	1		14.3%
	Miscellaneous	1		14.3%
Green Bay	No envelopes received			
Henderson	Local services/ads	13	69	18.8%
	Real Estate	11		15.9%
	Countdown	6		8.7%
	Farmers	6		8.7%
	Foodtown/Woolworths	6		8.7%
	Religious Notices	5		7.2%
	Westfield	4		5.8%
	Education Institutes	2		2.9%
	Pizza Hut	2		2.9%
	Retravision	2		2.9%
Henderson Valley	Local services/ads	1	1	100.0%
Kelston	Real Estate	6	11	54.5%
	Hammer Hardware	2		18.2%
	Hannah's	1		9.1%
	Hell's Pizza	1		9.1%
	Mitre 10	1		9.1%
Massey	Mitre 10	7	27	25.9%
	Countdown	2		7.4%
	Farmers	2		7.4%
	Foodtown/Woolworths	2		7.4%
	Local services/ads	2		7.4%
	The Warehouse	2		7.4%
	Briscoes	1		3.7%
	Dick Smith	1		3.7%
	KFC	1		3.7%

Waitakere City				
Stage 2				
Area	Advertiser	No Pieces	Total Pieces Per Area	% of Area
New Lynn	Local services/ads	23	144	16.0%
	Real Estate	21		14.6%
	Farmers	8		5.6%
	Miscellaneous	8		5.6%
	The Warehouse	7		4.9%
	Hammer Hardware	6		4.2%
	Best Buys	5		3.5%
	Mitre 10	5		3.5%
	Retravision	4		2.8%
	Countdown	3		2.1%
Ranui	The Warehouse	6	28	21.4%
	Mitre 10	4		14.3%
	100% Electric Store	2		7.1%
	Hannah's	2		7.1%
	KFC	2		7.1%
	Rebel Sport	2		7.1%
	Redpaths Furniture	2		7.1%
	Arbuckles	1		3.6%
	Dick Smith	1		3.6%
	Education Institutes	1		3.6%
Swanson	Local services/ads	1	1	100.0%
Titirangi	Local services/ads	5	29	17.2%
	Farmers	2		6.9%
	K Mart	2		6.9%
	New World	2		6.9%
	Real Estate	2		6.9%
	Retravision	2		6.9%
	Vodafone	2		6.9%
	AA Rewards	1		3.4%
	Bunnings Warehouse	1		3.4%
	Miscellaneous	1		3.4%
Te Atatu	Local services/ads	9	26	34.6%
	Hammer Hardware	5		19.2%
	Don Oliver	2		7.7%
	Real Estate	2		7.7%
	Countdown	1		3.8%
	Foodtown/Woolworths	1		3.8%
	Hannah's	1		3.8%
	KFC	1		3.8%
	Mitre 10	1		3.8%
Smart Saver	1		3.8%	

Waitakere City				
Stage 2				
Area	Advertiser	No Pieces	Total Pieces Per Area	% of Area
West Harbour	Local services/ads	9	27	33.3%
	Real Estate	7		25.9%
	Avon	2		7.4%
	Hannah's	2		7.4%
	Mitre 10	2		7.4%
	Western Leader	2		7.4%
	Arbuckles	1		3.7%
	Best Buys	1		3.7%
	Rebel Sport	1		3.7%

Waitakere City				
Stage 3				
Area	Advertiser	No Pieces	Total Pieces Per Area	% of Area
Glendene	Local services/ads	11	32	34.4%
	Real Estate	5		15.6%
	Club Physical	3		9.4%
	Kiwi Bank	3		9.4%
	Domino's Pizza	2		6.3%
	Miscellaneous	2		6.3%
	Religious Notices	2		6.3%
	The Warehouse	2		6.3%
	Mitre 10	1		3.1%
	Motor Buyers Guide	1		3.1%
Glen Eden	The Warehouse	3	15	20.0%
	Local services/ads	2		13.3%
	Mitre 10	2		13.3%
	Bendon Outlet	1		6.7%
	Briscoes	1		6.7%
	Countdown	1		6.7%
	Education Institutes	1		6.7%
	Guthrie Bowron	1		6.7%
	New World	1		6.7%
	Miscellaneous	1		6.7%
Green Bay	No envelopes received			
Henderson	Local services/ads	28	176	15.9%
	Countdown	13		7.4%
	Foodtown/Woolworths	13		7.4%
	Miscellaneous	13		7.4%
	The Warehouse	12		6.8%
	Real Estate	11		6.3%
	Farmers	9		5.1%
	Religious Notices	5		2.8%
	Spotlight	5		2.8%
	Education Institutes	4		2.3%
Henderson Valley	No Envelopes received			
Kelston	Real Estate	9	14	64.3%
	Local services/ads	3		21.4%
	Hammer Hardware	1		7.1%
	Miscellaneous	1		7.1%

Waitakere City				
Stage 3				
Area	Advertiser	No Pieces	Total Pieces Per Area	% of Area
Massey	Local services/ads	10	41	24.4%
	Miscellaneous	4		9.8%
	Real Estate	4		9.8%
	Harvey Norman	2		4.9%
	K Mart	2		4.9%
	Benchmark Building Supplies	1		2.4%
	Bendon Outlet	1		2.4%
	Bond & Bond	1		2.4%
	Bunnings Warehouse	1		2.4%
	Club Physical	1		2.4%
New Lynn	Real Estate	42	87	48.3%
	Local services/ads	21		24.1%
	Religious Notices	3		3.4%
	Education Institutes	2		2.3%
	Hammer Hardware	2		2.3%
	Miscellaneous	2		2.3%
	The Warehouse	2		2.3%
	100% Electric Store	1		1.1%
	Benjamin Moore Paints	1		1.1%
	Civic Video	1		1.1%
Ranui	The Warehouse	15	86	17.4%
	Miscellaneous	8		9.3%
	Briscoes	6		7.0%
	K Mart	6		7.0%
	Bond & Bond	4		4.7%
	Mitre 10	4		4.7%
	Noel Leeming	4		4.7%
	Placemakers	3		3.5%
	Bendon Outlet	2		2.3%
	Bunnings Warehouse	2		2.3%
Swanson	Local services/ads	2	15	13.3%
	Bond & Bond	1		6.7%
	Briscoes	1		6.7%
	Dick Smith	1		6.7%
	Direct Deals	1		6.7%
	Kiwi Bank	1		6.7%
	K Mart	1		6.7%
	Noel Leeming	1		6.7%
	Placemakers	1		6.7%
	Real Estate	1		6.7%

Waitakere City				
Stage 3				
Area	Advertiser	No Pieces	Total Pieces Per Area	% of Area
Titirangi	The Warehouse	7	24	29.2%
	Real Estate	6		25.0%
	Local services/ads	2		8.3%
	Countdown	1		4.2%
	Education Institutes	1		4.2%
	Farmers	1		4.2%
	Foodtown/Woolworths	1		4.2%
	Hammer Hardware	1		4.2%
	Kiwi Bank	1		4.2%
	Mitre 10	1		4.2%
Te Atatu	Local services/ads	9	54	16.7%
	T & T Childrensware	8		14.8%
	Real Estate	6		11.1%
	Education Institutes	5		9.3%
	Miscellaneous	4		7.4%
	Kiwi Bank	2		3.7%
	Pizza Hut	2		3.7%
	The Warehouse	2		3.7%
	AA Rewards	1		1.9%
	Avon	1		1.9%
West Harbour	Local services/ads	18	73	24.7%
	Real Estate	12		16.4%
	Education Institutes	4		5.5%
	Mitre 10	4		5.5%
	Miscellaneous	4		5.5%
	Lookout	3		4.1%
	Aucklander	2		2.7%
	Charity Appeal	2		2.7%
	Club Physical	2		2.7%
	Countdown	2		2.7%

Appendix B 50 Top Sources of UAM in North Shore City & Waitakere City

North Shore City			Waitakere City		
Advertiser	Total	% of Total	Advertiser	Total	% of Total
Real Estate	469	33.9%	Real Estate	287	16.2%
Local services/ads	337	24.3%	Local services/ads	263	14.8%
Harvey Norman	29	2.1%	The Warehouse	92	5.2%
North Shore Times	25	2.1%	Miscellaneous*	88	5.0%
Property Press	24	1.8%	Countdown	66	3.7%
Bunnings Warehouse	20	1.7%	Foodtown/Woolworths	66	3.7%
New World	18	1.4%	Farmers	57	3.2%
Noel Leeming	18	1.3%	Mitre 10	57	3.2%
Bond & Bond	16	1.3%	Education Institutes	30	1.7%
Briscoes	16	1.2%	K Mart	30	1.7%
Dick Smith	15	1.2%	Hammer Hardware	27	1.5%
Placemakers	15	1.1%	Briscoes	25	1.4%
Mitre 10	14	1.1%	Religious Notices	22	1.2%
The Warehouse	14	1.0%	New World	21	1.2%
Domino's Pizza	12	1.0%	Pizza Hut	19	1.1%
Real Estate Outlook	12	0.9%	Westfield	19	1.1%
Telecom	12	0.9%	Hannah's	18	1.0%
The Aucklander	11	0.9%	Bunnings Warehouse	17	1.0%
The Pizza Pan man	10	0.8%	Spotlight	17	1.0%
Foodtown/Woolworths	9	0.7%	Subway	16	0.9%
100% Electrical	8	0.7%	Dick Smith	15	0.8%
Best Buys	8	0.6%	KFC	15	0.8%
Countdown	8	0.6%	T & T Childrensware	15	0.8%
Hammer Hardware	8	0.6%	Greenfingers	15	0.8%
Paper Plus	8	0.6%	Domino's Pizza	14	0.8%
Shop Today Catalogue	8	0.6%	Noel Leeming	14	0.8%
Video Ezy	8	0.6%	Repcos	14	0.8%
Farmers	7	0.6%	Cadbury	14	0.8%
Forhomes	7	0.5%	Best Buys	13	0.7%
Kiwibank	7	0.5%	Bond & Bond	13	0.7%
Platinum Ladies Health	7	0.5%	Smart Saver	12	0.7%
Whitcoulls	7	0.5%	Placemakers	11	0.6%
ASB	6	0.5%	Property Press	11	0.6%
Bods in Motion	6	0.4%	Redpaths Furniture	11	0.6%
K Mart	6	0.4%	Kiwi Bank	10	0.6%
Pak N Save	6	0.4%	Michael Hill Jewellers	10	0.6%
Guthrie Bowron	5	0.4%	Bridgestone	10	0.6%
Michael Hill Jewellers	5	0.4%	Avon	9	0.5%
Number 1 Shoe Warehouse	5	0.4%	Bendon Outlet	9	0.5%
Freedom Furniture	4	0.4%	Rebel Sport	9	0.5%
Grapevine	4	0.3%	Retravision	9	0.5%
Orcon Internet	4	0.3%	Telecom	9	0.5%
Resene	4	0.3%	\$2 Shop	9	0.5%
Sky TV	4	0.3%	MacDonalds	9	0.5%
Super Cheap Auto	4	0.3%	Harvey Norman	8	0.5%
Warehouse Stationery	4	0.3%	Paper Plus	8	0.5%

Avon	3	0.3%	PinePac	8	0.5%
Bendon	3	0.2%	Shop Auckland	8	0.5%
Carpet One	3	0.2%	Charity Appeal	7	0.4%
Edwards & Hardy	3	0.2%	Club Physical	7	0.4%
Onroad NZ	3	0.2%	Number 1 Shoe Warehouse	7	0.4%
Pascoes	3	0.2%	Pascoes	7	0.4%
Pickles	3	0.2%	Postie Plus	7	0.4%
Renault	3	0.2%	Supercheap Autos	7	0.4%
The Motor Buyers Guide	3	0.2%	Video Ezy	7	0.4%
Wizard Home Loans	3	0.2%	Vodafone	7	0.4%
Xtra	3	0.2%			

*Miscellaneous - In Waitakere City, this category combines the total of any advertisers that delivered 3 or fewer pieces of UAM over the entire stage.

Appendix C Section 5 of North Shore City Bylaw 2000²

Section 5

Offence to Deposit Unaddressed Unsolicited Material

4.95 Depositing unaddressed, unsolicited material

(1) No person shall Deposit, cause, permit or authorise the Deposit of any material other than solicited or addressed material in a letterbox marked "Addressed Mail Only";

(2) No person shall Deposit, cause, permit or authorise the Deposit of any material other than solicited or addressed material and community newspapers, community news letters and public notices in a letterbox marked "Addressed Mail and Newspapers Only";

(3) No person shall Deposit, cause, permit or authorise the Deposit of any unaddressed unsolicited advertising material including circulars, leaflets, brochures, magazines or flyers in a letterbox marked "No Circulars" or "No Advertising Material" or "No Junk Mail"

(4) No person shall Deposit, cause permit or authorise the Deposit of any unaddressed unsolicited advertising material including circulars, leaflets, brochures, magazines or flyers on any parked vehicle, parked in a Public Place

(5) For the purposes of clauses 1, 2, 3 addressed means any mail or material that has a street address (i.e. street/road name and number) and unaddressed means any mail or material that does not have a street address i.e. street/road name and number.

(6) For the purposes of clause 3 advertising material, circulars, junk mail is any material which predominantly:

- (a) offers to supply goods or services; or
 - (b) advertises or promotes goods or services; or
 - (c) advertises or promotes a supplier, or prospective supplier of goods or services; or
 - (d) offers to supply land, property or buildings or an interest in land, property or buildings; or
 - (e) advertises or promotes a supplier, or prospective supplier, of land, property or buildings or an interest in land, property or buildings; or
 - (f) advertises or promotes a business opportunity or investment opportunity; or
 - (g) advertises or promotes a provider, or prospective provider, of a business opportunity or investment opportunity;
- but does not include:

- i. any newspaper, community newspaper, community newsletter, community magazine;
- ii. public notices from government bodies or territorial authorities;
- iii. public notices from charities or charitable institutions;
- iv. public notices from political parties, political groups and political candidates.

4.96 Offences

² http://www.nsc.govt.nz/your_council/bylaws/bylaws%202001/bylaws-2001/part-04.htm#section_five Downloaded from the World Wide Web on 19th April 2006.

(1) Every person breaches this bylaw who fails to comply with:

Clause 4.95(1),(2),(3),(4)

(2) Every person who breaches this bylaw may be liable on conviction to a fine not exceeding \$20,000.

4.97 Operation

(1) Clauses 4.95 and 4.96 shall not become operative until, 1 July 2006.

Appendix D The Code of Practice

Code of Practice - Distribution of Unaddressed Mail 3

As at 31 March 2006

INTRODUCTION

The unaddressed mail distribution industry, as represented by the Marketing Association, recognises that unaddressed mail is a compelling advertising medium used by many New Zealand organisations. With this in mind, the industry has developed a Code of Practice to minimise the abuse of unaddressed mail and to ensure that its integrity as a marketing tool is maintained and strengthened.

KEY PRINCIPLES

This Code is voluntary but all signatories to the Code, including the distributors of unaddressed mail, their customers, employees, franchisees and contractors agree to:

- Uphold the spirit of the Code in all respects;
- Respect at all times the individual rights and privacy of the consumer;
- Ensure any delivery with which they are associated is consistent with the high standard of performance required by this Code.

THE CODE

Mailbox Delivery

2.1 - Unaddressed mail, including brochures, flyers and business cards, must not be delivered to letterboxes where a sign requesting non-delivery is displayed;

2.2 - Unaddressed mail and free newspapers must not be delivered to letterboxes displaying an "Addressed mail only" sign.

2.3 - Unaddressed mail must not be delivered to addresses where there is no letterbox or where the letterbox is unsuitable for receiving or holding such material;

2.4 - Unaddressed mail must not be delivered to letterboxes that are already full;

2.5 - Other mail/material already in the letterbox must not be removed to make space for unaddressed mail;

Bulk Distribution

2.6 - Distributors must minimise waste by working closely with clients and printers to ensure product volumes are as closely matched as possible to the quantities required for delivery rounds;

2.7 - Multiple copies dropped off for delivery must be secured in a safe place which has been authorised by the householder or other approved person;

2.8 - In the unlikely event of unaddressed mail being dumped, the mail must be recovered by the relevant distributor and a full investigation undertaken to identify the reasons for the occurrence and to ensure that such an event is not repeated;

Management and Training

2.9 - Distributors must train all delivery staff to ensure they understand and maintain the accepted standards of conduct under this Code, and will provide a copy of this Code of Practice at staff members' commencement of employment;

³ <http://www.marketing.org.nz/cms/Resources/2785> Downloaded from the World Wide Web on 19th May 2006

2.10 - Distributors must ensure an appropriate system of performance management is in place to resolve breaches of the Code;

2.11 - All delivery staff will be provided with a copy of this Code every 12 months or sooner if amendments are incorporated at any time.

Consumer Services

2.12 - "No unaddressed mail" signs are available from local Councils at no cost;

2.13 - This Code will be published on the Marketing Association website and regularly promoted to Government, business and charitable organisations;

2.14 - Individuals and authorities with complaints or queries regarding incorrect delivery of unaddressed advertising material are welcome to call the Marketing Association on 0800 111 081

Proudly supported by:

- New Zealand Post Letterbox Channel
- Deltarg
- PMP Limited

And proudly endorsed by:

- REINZ
- Marketing Association
- New Zealand Retail Association

DEFINITIONS:

Dumping : Means disposing of multiple copies of unaddressed mail in a public place (e.g. street, park, stream) when they are surplus to the number of letterboxes in any delivery route, or when the delivery person chooses to dispose of rather than deliver them.

Note : Distribution companies regularly monitor the quantities required for any particular route to minimise the risk of dumping. Part of the training given to delivery staff will include the responsible disposal or return of surplus mail.

Letterbox : A letterbox is the receptacle into which mail is delivered. It can be a single letterbox at the street-side of a residential property; one of a row of letterboxes at the street-side of a right-of-way where a number of houses is located; one of a row or bank of letterboxes in the lobby of an apartment block; or a letterbox at the roadside of a rural address.

In many cases the letterbox will comprise a weather-proof, enclosed section with a slot large enough for medium letters to fit through without opening the box; a cylinder into which newspapers are inserted; and an open-backed section into which small packages or oversized envelopes can be delivered. In some instances, the letterbox will only comprise one compartment with a slot for the delivery of letters, and a lift-up lid to enable newspapers to be placed in it.

The wide range of designs of letterboxes means that the judgement of the delivery person is particularly important when the size/capacity of the letterbox makes it unsuitable to receive a particular item, or when a letterbox is already full. (see points 2.2 and 2.3 in the Code).

Multiple Copies : Bundled quantities of unaddressed mail dropped off at an area supervisor's location or at an individual distributor's address, awaiting delivery into letterboxes.

Sign requesting non-delivery : Any sign displayed on a letterbox requesting that unaddressed mail not be delivered to that letterbox. The wording of such signs can vary, e.g. "No unaddressed mail", "Addressed mail only", "No junk mail", "No circulars", "Addressed mail and newspapers only". All such wording conveys the same meaning and must be honoured.

Unaddressed mail : Means any mail or material that does not have a street address (i.e. street/road name and number, suburb, city or rural delivery address). It includes advertising material such as circulars, leaflets, brochures, magazines or flyers.

Appendix E Sample Letters to Participants

envision | *new zealand ltd*

PO Box 91-1155
Auckland, New Zealand
Ph 64 9 303 4746
Fax 64 9 309 9645
Email mailbox@envision-nz.com
www.envision-nz.com

31st August 2005

To the householder

RE: UNSOLICITED ADVERTISING MATERIAL

Thank you for participating in the 'Unsolicited Advertising Material' survey.

The survey will run in three stages. The first stage begins shortly and will run for four weeks. The second stage will start prior to Christmas and will run for four weeks. The third is in February next year and will run for eight weeks. We ask that you continue to participate in the project throughout this time to ensure that the best possible information can be gathered. At the end of each stage of the survey, there will be a prize draw. The names of participants who have completed that stage will be entered into the draw to win an eco-fleece, supplied by Kathmandu, Victoria Street West.

Beginning **Monday the 12th of September** we would like you to collect all of the unsolicited advertising material that you receive for four weeks. You have been provided with four envelopes, one for each week. On Sunday, at the end of each week, please place all of the unsolicited mail you have received in one of the labeled envelopes and post it back to us. Even if you don't receive anything in your letterbox for that week, please still send the empty envelope back to us.

After sending all four envelopes to us you do not have to do anything until we contact you again in November. At this time we will supply you with further envelopes and a new collection schedule.

Specific instructions are provided on the reverse of this letter. Please keep these instructions handy for reference over the four week period, perhaps attach it to your fridge. If you have any questions or concerns, please don't hesitate to contact Sarah at Envision on 303 4746 or sroberts@envision-nz.com

Thank you for your participation in this project.

Regards

Sarah Roberts
Project Coordinator

PLEASE TURN OVER FOR YOUR INSTRUCTIONS

WHAT TO DO

Our records show that you currently have an 'Addressed Mail and Newspapers Only' sticker on your mailbox.

We would like you to collect all unsolicited advertising material you receive EXCEPT FOR:

- newspapers
- community newsletters
- public notices
- advertising material that is inserted in the pages of newspapers.

These items are considered allowable under the terms of your sticker. If you are in doubt about any items, please send them to us in the envelope along with the other material collected.

You have been provided with four, addressed, stamped envelopes labeled 1, 2, 3 and 4 to post back the unsolicited advertising material. If any material is too large for the envelope please tear off and return the front cover only.

- **Envelope 1** is for the first week, Monday 12th to Sunday 18th
- **Envelope 2** is for the second week, Monday 19th to Sunday 25th
- **Envelope 3** is for the third week, Monday 26th to Sunday 2nd
- **Envelope 4** is for the fourth week, Monday 3rd to Sunday 9th

Please ensure you use the correct envelope for each week.

At the end of each week, on the Sunday evening, please seal up your envelope and post it back to us as soon as possible. Please send your envelopes back to us even if they are empty.

Remember, for the completion of this stage your name will be put in the draw to win a great prize from Kathmandu, Victoria Street West.



PO Box 91-1155
Auckland, New Zealand
Ph 64 9 303 4746
Fax 64 9 309 9645
Email mailbox@envision-nz.com
www.envision-nz.com

23rd September 2005

To the householder

RE: UNSOLICITED ADVERTISING MATERIAL

Thank you for participating in the 'Unsolicited Advertising Material' survey.

The survey will run in three stages. The first stage begins shortly and will run for four weeks. The second stage will start prior to Christmas and will run for four weeks. The third is in February next year and will run for eight weeks. We ask that you stay with the project throughout this time to enable us to gather the required information. As an incentive you will be entered into a prize draw at the completion of the project for one of six prizes of Pak N Save shopping vouchers valued at \$100 each. As the survey is limited to 150 households you have one chance in 25 of winning.

Beginning **Monday the 26th of September** we would like you to collect all the unsolicited advertising material that you receive for four weeks. You have been provided with four envelopes, one for each week. On Sunday at the end of each week please place all material in one of the labeled envelopes and post it back to us. Even if you don't receive anything in your letterbox for that week, please still send the empty envelope back to us.

Specific instructions are provided on the reverse of this letter. Please keep this for reference over the four week period; perhaps attach it to your fridge! If you have any questions or concerns please don't hesitate to contact Sarah at Envision on 303 4746 or sroberts@envision-nz.com

After sending all four envelopes to us you do not have to do anything until we contact you again in November. At this time we will supply you with further envelopes and a new collection schedule.

Remember at the end of the project you will be in the draw to win one of the \$100 Pak N Save shopping vouchers.

Thank you for your participation in this project.

Regards

Sarah Roberts
Project Coordinator

PLEASE TURN OVER FOR YOUR INSTRUCTIONS

WHAT TO DO

Our records show that you currently have a 'No Junk Mail, No Circulars or No Advertising Material' sticker on your mailbox.

We would like you to collect all unsolicited advertising material you receive EXCEPT FOR:

- newspapers
- community newsletters
- public notices
- charity appeal notices
- advertising material that is inserted in the pages of newspapers

These items are considered allowable under the terms of your sticker. If in doubt send it in the envelope and we will decide when we receive it. If any material is too large for the envelope please tear off and return the front cover only.

You have been provided with four, addressed, stamped envelopes labeled 1, 2, 3 and 4 to post back the unsolicited advertising material.

- **Envelope 1** is for the first week, Monday 26th to Sunday 2nd of October.
- **Envelope 2** is for the second week, Monday 3rd to Sunday 9th
- **Envelope 3** is for the third week, Monday 10th to Sunday 16th
- **Envelope 4** is for the fourth week, Monday 17th to Sunday 23rd

Please ensure you use the correct envelope for each week.

At the end of each week, on the Sunday evening, please seal up your envelope and post it back to us as soon as possible.

Remember we want you to send your envelopes back to us even if they are empty.

Appendix F Instructions for Participants

Each pre-paid envelope sent to participants for their use in the survey included one of the four following instructions.

1. Addressed Mail Only

REMEMBER

Please include everything you receive in your letterbox that is not addressed mail i.e. has you street or road name and number.

2. Addressed Mail & Newspapers Only

Please do not include:

- Newspapers
- Community newsletters
- Public notices
- Advertising material inserted in the pages of newspapers.

3. No Junk Mail

Please do not include:

- Newspapers
- Community newsletters
- Public notices
- Charity appeal notices
- Advertising material inserted in the pages of newspapers

4. Control Participants

As a control we would like you to collect all the unsolicited advertising material you receive EXCEPT FOR:

- newspapers
- advertising material that is inserted in the pages of newspapers.

Do you have one of the following stickers on your mailbox?

ADDRESSED MAIL ONLY

ADDRESSED MAIL AND NEWSPAPERS ONLY

NO JUNK MAIL / NO CIRCULARS / NO ADVERTISING MATERIAL

A voluntary National Code of Practice is under development to regulate the delivery of unsolicited advertising material. We are looking for people willing to take part in a trial that will assess how well the new voluntary code is working. Participants in the trial will be required to collect all unsolicited material delivered to their mailbox and post it back in supplied, stamped envelopes to the project co-ordinator.

The project runs from August 2005 through to May 2006, however households will only be required to collect material for three, 4-8 week long periods over this time.

All participants go into the draw to win one of four prizes supplied by Kathmandu, Victoria Street West.

To participate please fill out the cut-off portion at the bottom of this ad and return it to Envision New Zealand, PO Box 91-1155, Auckland Mail Centre, Auckland or contact Sarah Roberts on 303 4746. You can also email sroberts@envision-nz.com

Yes I would like to participate in the Unsolicited Advertising Material Project.

The type of sticker I have is

- Addressed Mail Only Addressed Mail and Newspapers Only
 No Junk Mail / No Circulars / No Advertising Material
 Other (please explain) _____

The best time to contact me is _____ on (phone number) _____

Name _____

Address _____

Email _____

FOUR-ASSIST

Appendix H Advertisement for Western Leader

Do you have one of the following stickers on your mailbox?

ADDRESSED MAIL ONLY

ADDRESSED MAIL AND NEWSPAPERS ONLY

NO JUNK MAIL / NO CIRCULARS / NO ADVERTISING MATERIAL

A voluntary National Code of Practice is under development to better regulate the delivery of unsolicited advertising material. We are looking for people willing to take part in a Waitakere City trial that will assess how well the new voluntary code is working. Participants in the trial will be limited to 150 households and are required to collect all unsolicited material delivered to their mailbox and post it back in supplied, stamped envelopes to the project co-ordinator.

The project runs from August 2005 through to May 2006, however households will only be required to collect material for three, 4-8 week long periods over this time.

All participants go into the draw to win one of six prizes of Pak N Save shopping vouchers.

To participate please fill out the cut-off portion at the bottom of this ad and return it to Envision New Zealand, PO Box 91-1155, Auckland Mail Centre, Auckland or contact Sarah Roberts on 303 4746.
You can also email sroberts@envision-nz.com

Yes I would like to participate in the Unsolicited Advertising Material Project.
The type of sticker I have is

Addressed Mail Only Addressed Mail and Newspapers Only
 No Junk Mail / No Circulars / No Advertising Material
 Other (please explain) _____

The best time to contact me is _____ on (phone number) _____
Name _____
Address _____
Email _____

Conditions: To be eligible for entry in the prize draw households must comply with all agreed requirements and continue to participate for the duration of the project.

Appendix I Participant Comments

North Shore City

10 March 2005 – E-mail from North Shore resident

“Even though the Junk Mail seems to have stopped, we have experienced an increase in mail addressed to us for stuff we haven’t ordered or want – cd’s, mail order catalogues, real estate agents, magazines to name a few. The sender, of course, circumvents the “No Junk Mail” sign by addressing it and paying for it to be delivered. I now return them unopened with “unsolicited mail” written on them.”

26 February 2006 – Note in envelope from North Shore resident

“The most consistent, unwanted, letter box drop is Property Press, delivered each Friday or Saturday. I have left a “large-printing” note, glued to a front cover in the letterbox, asking for it not to be delivered, and twice, have been lucky enough to catch the boy and give it back to him – it just doesn’t register!”

Feb/April 2006 – Note in envelope from North Shore resident

“Its interesting to note that during the first and current envelope series I received unsolicited, now nothing”

December 05 – Note in envelope from North Shore resident

“No circulars but NS Times full of them!!?”

November/December 05 – Note in envelope from North Shore resident

“My sincere apology for the delay of envelope 3. We simply are not receiving any unwanted mail in our letter box. Far too much loose in newspapers!!”

November/December 05 – Three notes from one North Shore resident

“I can’t believe it – nothing this week either!! Still plenty of junk mail in newspapers though”

“Third week without any junk mail. Its marvellous!! Are you aware that North shore City Council hopes to bring in fines for delivering junk mail to letterboxes that have a “no junk mail” sign? Perhaps that is deterring delivery people”

“Yep, you guessed it, the week before Christmas and no Junk Mail. Now, how can we keep the junk mail from being inserted with newspapers??”

Waitakere City

21 April 2006 – Call to Envision from Waitakere City resident

She said since the end of the collection period she'd received 'a hammering' from the Real Estate agencies.

A selection of messages received with envelopes

- Message saying that there's usually junk mail [but none this week], so maybe people are onto the survey
- Note to say that there's more junk mail in the Leader than before, particularly Furniture City flyers
- Included letter saying that sign is working well, but now every Herald and local paper has at least 3 pieces of junk mail in it.
- Note that there appears to be much more junk mail delivered in the local paper than before
- Letter included, complaining that they frequently receive Home Sale Books, and that they do not want them. Asked how to stop them from being delivered.

27th April 2006 – Letter from Waitakere City resident

During the period since 20th of February

"We did not receive any Junk mail (except inside newspapers) during the first month. We received 2 pieces during the next two week period (unfortunately not put in the envelope). Since the end of March (7th and 8th weeks) and since the end of the survey period there has been a gradual increase in the amount of Junk mail received 3 or 4 pieces that I have brought in once or twice a week (as well as that in papers).

The sign on the box is beginning to be ignored and I have been meaning to stick another one on top to make it more visible. I don't know if the person delivering it is getting more bold, or if there has been a change in delivery person...

The amount of advertising material received was certainly far less than usual, especially over the Christmas period, but we still receive a lot with newspapers. It would not take distributors long to realise they could still deliver junk mail if it was allowed this way.

If the junk mail starts building up too much, I will definitely be complaining to the distributors and or the retailers."